



Quest For Yes: Breakthrough Selling

Testimonials:

"The new one day Quest for Yes is the most powerful one day training I have ever experienced. The 44 members of our sales and management team are still raving about the process and applying their new breakthrough thinking everyday. I highly recommend this workshop for any organization that wants to make an investment in innovative training that truly makes a difference."

❖ *George Simpson, Corporate Director of Sales and Marketing, **Coakley & Williams Hotel Management Company***

"EntreQuest was a truly great sales training experience and I use the skills I learned every day."

❖ *Laura Tesi, Sales Representative, **180's, LLC.***

"Breakthrough Thinking is about breaking down preconceptions and biases and opening your mind to new information, points of view, and new skills."

❖ *Tim Thompson, Director of Product Management, **Catapult Learning***

"I have read at least 19 books on leadership and management over the past year. Quest for Yes™ encapsulated all of these books and still provided valuable insights that none of these books touched upon."

❖ *Myles Norin, CEO - **Agora Publishing***

"Since the Quest for Yes™ course, the Baltimore/Washington market is ranked #1, and productivity has increased by 70%."

❖ *Karen Pulwers, Regional Sales Manager, **T-Mobile USA (formerly VoiceStream Wireless)***

"EntreQuest is one of the best investments, if not the best investment, we have made in our four years of business."

❖ *Larry Cain, Owner, **Valpak of Winchester***

"EntreQuest has truly become our partner in developing the success of our organization – more so than any other organization that we have worked with."

❖ *Michael Meyers, Managing Partner, **Impak Marketing***

"I thought Quest for Yes™ was a phenomenal program that really reinforced everything that I believe about the power of Mindset and positioning yourself for success."

❖ *Toni Condon, Director of Gifts and Campaign Director - **McDaniel College***

"EntreQuest's simplistic approach has dramatically improved our sales team's ability to focus and monitor their ongoing mindset. Sales continue to grow and the management team has found it easy to reinforce the principles from Quest for Yes™."

❖ *David Janis, General Manager, **Valpak of Virginia***

"The EntreQuest program has forced me to spend the time to think about how I manage my team individually and as a group... and ultimately about how to become a better leader."

❖ *Paul Saiz, CEO, **The Gold Leaf Group***

"I now know why EntreQuest is creating such a buzz in the business community. This program is unlike any sales training I have experienced in a way that will make a massive difference in how I communicate and the sales results I will achieve. Every GBC member should discover the power of this unique program."

❖ *Jay Stewart, Director of Development – **Greater Baltimore Committee***

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❖ *Jay Stewart, Director of Development – **Greater Baltimore Committee***

"The Quest for Yes™ program is not just about learning how to sell more products and services. This program helps you understand the strong connection between your Mindset and the effectiveness of your communication."

❖ *Leanne Posko, Executive Director – **b4students Foundation***

"I was thrilled. It reinforced what I found true in my career as a Professional Golfer; to achieve success, it is imperative you have the correct 'mindset' before putting good tools or strategies into action. Now I'm ready to "Tee it up" as a sales professional and I expect "birdies" at every turn."

❖ *Lauren Howe, Regional Sales Executive – **Allan Industries***

"The entire first day of the two day event focuses on mindset, learning ability, and personality traits, which enables the sales people to identify with their prospect. I think this course is great also because it can be applied to any job or any aspect of life even though it is designed for sales people."

❖ *Bruce W. Tackett, Branch Manager - **Susquehanna Bank***

"Quest for Yes.™ is a powerful program that creates better sales people through dynamic course instruction. By mastering the sales mindset, I have achieved impressive results in my business. What a great opportunity for all sales people to increase their productivity and become much more effective every minute of the day."

❖ *Dave Johnson, President – **Stratford Realty***

"EntreQuest's leadership program is not another of the dozens of diatribes on what makes a good leader. This interactive session gives all participants a good look in the mirror at their own leadership style and allows them to become aware of what makes them effective as well as what is holding them back from getting the results they desire."

❖ *Matt Oros, CEO - **Benelogic***

"A must and top notch program for every level of sales professional! Since completing Quest for Yes™ I have seen results. I also see great improvements to my sales techniques. A continuous benefit is the ongoing support and the accessibility of a mentor. EntreQuest creates long term relationships with their participants and that separates them from the rest."

❖ *Marcella Rosati, Advertising Director - **Baltimore SmartCEO Magazine***

"The Quest for Yes™ was a reinforcement of good business skills and common sense frequently overlooked in the midst of a high pressure work environment. I highly recommend the class for those looking for foundation to build a successful business career while maintaining their own principles."

❖ *Erica Christian, Sales - **Zachary's Jewelers***

"This is the solid foundation that so many other programs fail to address. This stuff sticks because the 90-day structured follow-up pushes you to practice the concepts to achieve sustainable results."

❖ *Craig Baker, National Sales Manager - **Gorgonz (a division of 180's. LLC)***

"This training addresses the age-old challenge of why 20% of any sales force achieves 80% of the team's results, delivering common-sense solutions that will help take the effectiveness of your existing systems and techniques to the highest level."

❖ *Steve Haddad, Associate Vice President of Development - **McDaniel College***

"The course flew by and I literally could not wait to apply everything I gleaned from the Entrequest team. I recommend EQ to friends and colleagues as often as I can."

❖ *Fred Jorgensen, Internet Marketing Manager - **Sylvan Learning Center***

"Quest for Yes™ is a way to breakthrough the stuck concepts that have you running in place. A real eye and mind opening experience"



<p>❖ <i>Michael Bereson, Senior Marketing Consultant, Valpak of Central Maryland</i></p> <p>“In all of the training that I have had...this is the first one that didn’t focus on (yawn, yawn) technique only. As was pointed out...everyone of us sells differently and that’s OK.”</p> <p>❖ <i>Jenifer Harrington, Director of Sales, Jeffrey Press, Inc.</i></p>
<p>“Very interactive training – taught me the most valuable lesson I’ve learned thus far in my life – MINDSET is power and drives us to our goals and dreams. Who would’ve thought I could split a board with my hand?”</p> <p>❖ <i>Ann-Marie Ronson, VP – Regional Business Development Manager, 1st Mariner Bank</i></p>
<p>“No matter what you do (occupation), you need this course”</p> <p>❖ <i>Michael Lopez, Vice-President, Victor Boehm Building Company</i></p>
<p>“Give it a chance. You are not in a sales class as you know it.”</p> <p>❖ <i>Errol Daly, Zachary’s Jeweler’s</i></p>
<p>“Lately I have been focused on a quote by Thoreau: “Go confidently in the directions of your dreams! Live the life you’ve imagined.” Most of us have some image of the life we’ve imagined. The hard part with life and with sales is confidently taking consistent action. Quest for Yes™, more than any of the dozens of other sales training workshops I have participated in over the years, focuses on confidence and action. I was so impressed that I have asked the EntreQuest team to create a full-day keynote workshop for our Annual Sales and Marketing College to introduce Quest for Yes™ to the sales teams of our 28 hotel properties.”</p> <p>❖ <i>George Simpson, Corporate Director of Sales and Marketing, Coakley & Williams Hotel Management Company</i></p>
<p>“You will have so much fun, learn a ton and meet some great people”</p> <p>❖ <i>Lance Johnson, AVP – Commercial Loan Officer, 1st Mariner Bank</i></p>
<p>“After 32 years in the professional world and attending more training classes and seminars than I can count, my recent experience with EntreQuest’s Leadership training “shines out” and “stands out” as one of the best. I left feeling like I never really understood the power of mindset like I do now. I find myself thinking about <u>why</u> I think the way I do and why others think in their ways too. I have even found myself quoting to others some of the basics I learned.”</p> <p>❖ <i>Harriet Argentiere, AVP- Business Development, NASA Federal Credit Union</i></p>
<p>“No matter what, you will gain something from this. A Great, Great Experience.”</p> <p>❖ <i>Christina Urquhart, President – Charm City Concierge</i></p>
<p>“EntreQuest fit with our team, staying away from technique crutches and focused on your mindset. Very interactive yet comfortable format. We were so impressed with the Public Course; we brought it in-house for our Baltimore Region.”</p> <p>❖ <i>Mark Lucas, Branch Manager, The Brickman Group, Ltd.</i></p>
<p>“Interactive enough that it not only kept my attention but also clearly enforced the information. The presenter had a terrific way of communicating the good and the bad without anyone feeling slighted or singled out. Usually I’m fearful of group training – but you learned quickly that there was no need here.”</p> <p>❖ <i>Stacy Berver, Managing Director , Agora Publishing</i></p>
<p>“Structured but tailored to the individuals involved.”</p> <p>❖ <i>Thomas J. Straub, Brew Master / VP, Straub Brewery, Inc.</i></p>
<p>“An insightful experience! EntreQuest’s sales and leadership programs helped me to sharpen my focus and provided me with a superior method of setting personal and business goals.”</p> <p>❖ <i>Manny Skevofilax, Managing Partner, Portal Mortgage & Finance Group, Inc.</i></p>
<p>“Very empowering! Tools that you not only need in sales, but tools that will help you with everyday</p>



<p>life.”</p> <p>❖ <i>Aileen Altman, Lifestyle Consultant, Merritt Athletic Club</i></p>
<p>“Not your usual sales training!! Simplifying your customer base in order to figure out who you are selling to makes your time spent prospecting count!! Also understanding that a NO is one way to qualify a way to move on. An ambassador can be your best friend based on a maybe!”</p> <p>❖ <i>Tricia Hudson, Symposium Specialist, COLA</i></p>
<p>“I’ve been through many sales training courses, but this by far has been the most motivating professionally and personally.”</p> <p>❖ <i>Evangiline Ross, Sales & Marketing Director – Zachary’s Jewelers</i></p>
<p>“Interactive – a bit different than standard training. Relates to life not just sales as we all sell through life.”</p> <p>❖ <i>Danielle Sullivan, National Sales Director, Benelogic</i></p>
<p>“Great performance is a “head first” proposition. EntreQuest changes your behavior by changing your mindset!”</p> <p>❖ <i>Greg Conderacci, Good Ground Consulting</i></p>
<p>“This course gets to the root of how to be a better human being, not just a better salesman.”</p> <p>❖ <i>Matthew L. Seward, Leasing & Sales Associate, Colliers Pinkard</i></p>
<p>“A great way for experienced salesmen to reinforce good practices. A great way for less-experienced salesmen to learn the art of value-based selling.”</p> <p>❖ <i>John S. Wilkenson, Director of Trading Services, Agora Publishing</i></p>
<p>“This is sales training to change your mindset.”</p> <p>❖ <i>Troy Lawson, E-Learning, COLA</i></p>
<p>“You are taught some basic concepts about selling that really help change the way you look at, and approach sales. You get a chance to interact and implement what you learn.”</p> <p>❖ <i>Victoria Fowler, Lifestyle Consultant, Merritt Athletic Club</i></p>
<p>“The month that I left the Quest for Yes™ “Class of Aug. 04” I came back and doubled my sales for new clients and increased my dollars for the month by \$15k. Quest for Yes was one of the most intense and informative two days of training that I have ever been involved in.”</p> <p>❖ <i>Travis Royall, Account Executive, Valpak</i></p>
<p>“The training takes you to the next level by engaging you in group activities and moving from a book to real life experiences. I would highly recommend this training to anyone looking for the next level in their selling career.”</p> <p>❖ <i>Michael Weiner, President, Network Referral Group</i></p>
<p>“The EntreQuest training was unlike any other training out there. The focus is on training your mindset, not the tactical sales processes. I hope to use many of the lessons learned here to change my mindset and ‘enroll’ my customers rather than ‘close’ them.”</p> <p>❖ <i>John O’Connell, Account Executive, Invoke Systems</i></p>
<p>“I think everyone (regardless of position/title) should experience the EntreQuest training module! Thanks guys!”</p> <p>❖ <i>Cathy Francesca, Business Development Manager, Live Well With Friends</i></p>
<p>“Active, participatory, stretching, focused ideas, memorable.”</p> <p>❖ <i>Cathy Mohler, Realtor, Long & Foster</i></p>
<p>“A dynamic sales training course that has the consequence of making you a better person, with a better mindset, and one who can read and connect with an audience.”</p> <p>❖ <i>Aaron Greenfield, Executive Director, Maryland Business Council</i></p>
<p>“Very interactive. Works on changing your mindset instead of just giving skills. Must build the right</p>



<p>foundation before you put into action your techniques.”</p> <p>❖ <i>Tiffany Walp, Senior Branch Officer, 1st Mariner Bank</i></p>
<p>“Awesome. Must do. Every salesperson should enroll.”</p> <p>❖ <i>Christopher McCaulsky, Account Executive, Valpak</i></p>
<p>“The groundwork for sales professionals.”</p> <p>❖ <i>Loren Daniel, Training Specialist, 1st Mariner Bank</i></p>
<p>“Revisit what you know but did not realize you did know.”</p> <p>❖ <i>Mike Wilbanks, Owner, New Wave Cleaning, LLC</i></p>
<p>“The interaction between the students and presenters starts as strangers and ends as friends and colleagues that will continue to learn from each other.”</p> <p>❖ <i>Julie Stewart, Sales Manager, Passport Voyages of Discovery</i></p>
<p>“AWESOME! Much worth the time – Makes you believe in yourself!”</p> <p>❖ <i>Bonnie Thompson, Vice President, 1st Mariner Bank</i></p>
<p>“EntreQuest is a course provided with new and fresh ideas that have helped re-discover my own thought process. EntreQuest is invaluable training for people of any position.”</p> <p>❖ <i>Nick Travelstead, Domestic & International Services, Advance Relocation Systems</i></p>
<p>“Interactive leadership training that uses a variety of teaching methods to explain and illustrate how to become -and groom - great leaders.”</p> <p>❖ <i>Jenny Thompson, Publisher, Agora Health, LLC</i></p>
<p>“Very interactive, fun and informative. An opportunity to really look at yourself and find out the type of leader that you are.”</p> <p>❖ <i>Martin Lannon, Marketing Director, Agora Publishing</i></p>
<p>“Excellent step on a journey to more effective leadership.”</p> <p>❖ <i>Beverly Busch, COLA</i></p>
<p>“Quest for Yes not only helped me become a more productive commercial real estate broker, but it also, more importantly, helped me become a better person.”</p> <p>❖ <i>Matt Seward, Leasing and Sales Associate, Colliers Pinkard</i></p>
<p>“This was the finest self development training I have experienced in 15 years. The material and structure “cuts to the chase” and allows for ongoing reinforcement”</p> <p>❖ <i>George Economides, Marketing Director, Juice Plus</i></p>
<p>“This training gets professional sales people to think “outside of the box” in the sales business world. It’s not about closing the deal right away, but about the value you can add and the business relationship you can develop for the long term.”</p> <p>❖ <i>Christ Streett, Diversified Realty Associates</i></p>
<p>“Excellent way to spend my time. I will use what I learned everyday from now on. Simply fantastic!”</p> <p>❖ <i>Leslie R. Jensen, President, More, LLC</i></p>
<p>“Practical sales training that will change your whole approach to sales and therefore your results.”</p> <p>❖ <i>Leah Sankey, Reach Marketing</i></p>
<p>“One of the best rewards when it comes to any kind of sales training”</p> <p>❖ <i>Christine Neukam, Sales & Marketing Associate, Data Quest, Lmtd.</i></p>
<p>“Engaging, energetic, dynamic and thought provoking”</p> <p>❖ <i>Bonnie Whitehead, Sales Manager, Quality Inn Expo Center, Spartanburg, SC</i></p>
<p>“Great class, and a fresh aspect to the redundant selling approaches of the past. Different thinking for our extremely competitive positions.”</p> <p>❖ <i>Adam Greenberg, Director of Sales, Hilton Garden Inn, Rockaway, NJ</i></p>
<p>“Extremely pro-active, a learning experience that will open your eyes – don’t assume this is just a</p>



lecture. You will come out of this class with a new way of looking at things – at life.”

❖ *Lorrie Cardona, Sales Manager, **Days Inn, Washington DC***

"A great bonus from the Quest for Yes! course was the positive impact it's had on my personal interactions as well as my business meetings."

❖ *Micah Damareck, **Baltimore Business Journal***

"It was a pleasant change of pace from the usual sales class. It focused more on the sales person as opposed to the sales technique and provides good foundation for any further training."

❖ *Paul Thayer, Customer Service Representative, **Signs by Tomorrow***

"Entrequest opened my eyes about how I look at situations and how I react to people. It was a great class full of worthwhile information. Thanks."

❖ *Jen Parks, Marketing Manager, **Agora International.***

"Very unusual presentation – engaged all personalities – extremely rewarding – fully enjoyed – never recognized my own potential until today"

❖ *Dawn Fitch, Operations, **Kodiak Utility Construction, Inc.***

"It will change your entire perspective on your personal and professional life."

❖ *Stacy Deighton, **Agora International.***

"The course will help you to learn how to better communicate with people at a level where they are ready to hear you and to better pay attention to your needs and the needs of others – critical for sales."

❖ *Ann Lansinger, Executive Director, **ETC***

"This course was such an eye opener. It is amazing how simple the ideas and concepts were but the lessons learned were monumental. The impact of this course was amazing. I really am taking a lot away from this."

❖ *Sarah Gurgs, Graphic Designer/Sales Consultant, **Curry Printing***

"This was an opportunity to learn more about myself. It helped me recognize how much my mindset affects everything I do."

❖ *Lynn Argenbright, RHU, Employee Benefits Consultant, **HMS Financial Services, Inc.***

"I think the Quest for Yes: I class gets you to think outside the box. There are lots of people out there recruiting and I left the course with a competitive edge. I am selling a great product and will sell it based on value not price. I feel like I am better than the next guy and that gives me the mindset and confidence to be successful."

❖ *Neil Konstantoulis, Recruiter, **Harbor Point Resources, Inc.***

"The class is a necessary break from the pace of "management" to check in on the fundamentals where you are, where you're going, and how you're getting there!"

❖ *Cindy Carson, Director of Advertising, **Baltimore Magazine***

"This course explores why we do things that may ultimately undermine our long term success and provides a roadmap to make sure we maximize our potential."

❖ *Karen Colonell, Sales, Market Manager*

"EntreQuest's leadership training has given me a framework and new perspective on approaching my leadership responsibilities."

❖ *Jim Stout, CEO, **Invoke Systems***

"A truly fresh presentation of concepts and material that I have seen countless times before. This method excites and inspires me to think and act in ways I have not done before. Thanks for recharging the batteries!"

❖ *Gabriel Armijo, Financial Advisor, **GBS***

"Excellent opportunity to participate with others with various backgrounds and experience levels, who are willing to leave egos behind for a mutually beneficial 2 day program."



<p>❖ <i>Todd Kogan, Curry Printing</i></p> <p>“This is the most incredible, meaningful and emotional experience in training I’ve ever attended. I would do it 1,000 times over.”</p> <p>❖ <i>Christina Hoff, Account Executive, Baltimore Business Communications</i></p>
<p>“Phenomenal—The course is very well structured and tailored to meet the goals and expectations of all people in sales. The course content was captivating and opened my eyes to new ideas to help refine my business which will ultimately help my clients! I look forward to the follow-up.”</p> <p>❖ <i>Charlotte Graham, Financial Advisor, Legg Mason</i></p>
<p>“Unconventional training with a great group of people that has helped me look at sales from a completely different angle.”</p> <p>❖ <i>Chuck Frankein, Sales Consultant, Administaff</i></p>
<p>“Being able to think and see everything that is not so obvious is a skill that everyone should possess. EntreQuest shows you how to breakthrough and understand your beliefs.”</p> <p>❖ <i>Todd Wessel, Superintendent</i></p>
<p>“I would describe this as a cutting edge training system for today’s marketplace. It is applicable for new and experienced sales preps. As a new rep it is exactly what I needed.”</p> <p>❖ <i>Mark Iddings, Sales Representative, Alban Cat</i></p>
<p>“If you are not happy with your sales results in today’s selling environment, you can not afford to pass up the opportunity to attend this course. It will literally change your life (both personally and professionally)!”</p> <p>❖ <i>Rod J. Ricklefs, Sales and Marketing Manager, Employer’s Plus, LLC.</i></p>
<p>“This training is something everyone in sales should attend. I look forward to the 12 week continued learning.”</p> <p>❖ <i>Frank Shopland, Vice President of Marketing, Stat Experts</i></p>
<p>“Enlightening, entertaining, empowering.”</p> <p>❖ <i>Corinne Bragg, Senior Property Tax Manager, SC&H</i></p>
<p>“I’ve attended numerous sales seminars and this is by far the only useful and credible class with real follow-thru. The content was as equally engaging as the presenters.”</p> <p>❖ <i>Mia Tripodi, Business Development Manager, SC&H</i></p>
<p>“This course provides participants with the confidence and knowledge to increase their level of success. Many of the concepts are useful in many facets of our lives; not just selling.”</p> <p>❖ <i>Mike Young, Partner, SC&H</i></p>
<p>“Had we not had the 12-week follow-up, I would have forgotten most of what was learned during the two-day seminar. It was very helpful to learn a different topic each week and then focus on practicing what we learned. Because of this three month program, I have been able to retain almost all of what we learned the first two days. I learned that in the past, I’ve had a very good foundation for sales, but EntreQuest has further challenged my mind in terms of how I look at sales and enrolling my prospects.”</p> <p>❖ <i>Mia Tripodi, Business Development, SC&H</i></p>
<p>“If your management is willing to send you to this class, go and work to realign your notion of sales. If your management isn’t willing to send you, change companies.”</p> <p>❖ <i>Bill Schneider, BDM</i></p>
<p>“Simple enough to truly take home and implement immediately. Thorough enough to convince me of the validity of the concepts.”</p> <p>❖ <i>Neal Scully, Vice President, The Visioncube</i></p>
<p>“I have taken numerous sales courses over the years and EntreQuest is by far, the best I have encountered. I still cringe when someone says “sales seminar” because there are so many horrible</p>



techniques and useless slimy advice offered which goes against all of my beliefs and more importantly, never really apply to what I'm selling because of the long sales cycle. EntreQuest was different than all the other courses because it focused on true selling starting at the very core and from there, we have been able to take away very useful techniques and processes which ultimately enroll our prospects into long-term clients."

❖ *Mia Tripodi, Business Development, SC&H*

"I've been working with EntreQuest now for about 6 months and I even attended their training course. These guys flat out know how to sell and they know how to train and shape sales leaders. I have no doubt that EntreQuest can help with your sales process."

❖ *Ron Bratz, Mid-Atlantic Partner Account Manager, Microsoft, Inc.*