

## *Selling* in the **N●W**

[www.RichLucia.com](http://www.RichLucia.com)

**Throw away** those age-old selling techniques that won't cut it with today's sharp decision-makers. Equip your sales team with **new-fashioned NOW tools** that turn their talents into tangible results.

How? By hiring Rich Lucia who transfers three decades of experience with Fortune 500 companies into **up-to-date, dynamic sales teams**.

**Rich Lucia** says, "If you're getting turned off by the same old selling techniques, it's because the buying environment has changed—and the tools haven't!"

### **Your Customers Have Changed. Get with It. Start *Selling* in the **N●W****

*Rich provides customized programs—as keynotes or breakouts—that will give your sales teams a 21<sup>st</sup> century edge. Here are just two that he offers:*

#### **Selling in the NOW**

This hard-hitting presentation pierces the heart of getting "with it." Rich Lucia wakes up your sales team to what's different NOW and why adapting is critical. He'll provide concepts for Selling in the Now that:

- *successfully find, track, and close opportunities*
- *catapult poor sales performances into commanding, effective ones*
- *replace the "same-old" strategies with the best "now" tools*
- *test current actions for Selling in the Now effectiveness*

#### **The 180 Rule®: Turning What You Don't Know into an Asset**

Rich specializes in getting participants energized to take giant steps forward using proven Selling in the Now tools. He helps them gain:

- *knowledge that's up to date and courage to try new things*
- *a proven process that meets today's challenges*
- *proficiency using top sales tools like the 180 Rule®*
- *the ability to look, laugh, and learn with a personal assessment tool*



*Contact Rich Lucia today*

[Info@ADLassociates.com](mailto:Info@ADLassociates.com)

972.899.3411

[www.RichLucia.com](http://www.RichLucia.com)

*“Rich Lucia captures the essence of motivation by understanding what works today and conveys it in an easily understood, humorous manner. He energizes the audience and helps unlock their ability to succeed.”*

—Lockheed Martin

*“Rich’s 180 Rule Management System has worked like magic with our sales reps. I’ve watched their enthusiasm for meeting their goals spiked as a result of using Rich’s tools.”*

—Frost & Sullivan

*“I’ve never seen a speaker captivate a crowd the way Rich does. He delivers highly effective messages, and does so with humor and a keen ability to relate to his audience. Rich’s Selling in the Now program definitely has had an impact on our revenue.”*

—Ecom XML



## About Rich Lucia

*Respected by industry colleagues as a “turnaround” executive, Rich has senior executive experience that spans a diverse range of companies: IBM, Sprint, Exxon Mobil, as well as Sungard Recovery Services, Unisys, Wang Laboratories. Rich skillfully teaches what he’s developed working with sales teams in corporations, start-up companies, and non-profit organizations. Specifically, he uses the “180 Rule” Management System, which he has developed and launched.*

## May the Sale Be With You

A humorous, inspiring, quick-read book for busy salespeople. Through father-son mentoring sessions the reader gains valuable lessons and easy to implement ideas for Selling in the Now. A must-read for all sales professionals who want to become savvy in today’s sales environment and exceed their goals.



### *Rich’s Partial Client List*

IBM • Sprint • Microsoft • Exxon Mobil • Unisys • BMW • Ecom XML Inc • Sungard Recovery • TechSpan • Wang Laboratories • Lockheed Martin • Meeting Professionals International (MPI) • Small Business Association (SBA) • U.S. Postal Authority

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and your team hasn’t—get with it NOW.**

**Contact Rich Lucia today.**

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**Selling in the  
NOW**

