

TROY



Do not switch off mobiles. Do not stop speaking.
And if someone wants to take photo, it's okay.

Troy.

Finally a truly attractive program
on **Progressive Selling Skills**.
A combo of mindset and behaviors for anyone in sales.

Troy delivers an immediate, ground-breaking model with the potential
to blast salespeople's subconscious **fears** and collective anxieties to bits.

It's audacious and playful.
There's no dull cookie cutter method, but two banks of
warrior-partakers facing one another.

Seated among them, the **gods**:
unpredictable factor in any commercial circumstance.

The action is framed by **5 competitive activities** retracing
the epic Trojan war, where venturesomeness and dignity are field tested.
Mindstretching assignments needing lateral solutions,
searing language, daredevil behaviors, risk and danger mastery.

Troy digs up best practices, hauls out precise data,
information, knowledge, leveraging real life situations
applying creative gizmos and **ad lib** intelligence.

Learning to conquer sales territory by **defending** the brand,
articulating glass cut questions and razor sharp answers,
turning thumbs down into sure thing.

The lights go on and off, emotional themes sporadically play.
It's by turns **compelling**, soaring and deliberately irksome.
It raises few moral or truth-seeking questions that won't already
have occurred to most sensitive vendors and traders.

Troy model is confrontational in its immediacy,
discomfiting in its simplicity.
A memorable and, for all its self-conscious cleverness,
surprisingly potent provocation.

Get there.
Have your name remembered.