



Why 30 years makes a difference



DEI Central brings sales training and consulting experience to the Senior Living market gained from decades of interacting with professional sales teams from virtually all industries.

DEI has worked with clients in a huge range of industries. Some of our clients include: Blue Cross Blue Shield, Motorola, Federal Express, CenterLight (Beth Abraham Family of Health Services), The Hilton Group, Americare, Cox Media, Fifth Third Bank, Anthem, HCF, Fidelity, Colliers, Hobart, Citibank, Boise Office, Cox Media, IBM, GE Capital, Fujitsu, Honeywell, New York Times, Chevron Texaco, Mintel, Careerbuilder.com, Bowne, ADT, Dun & Bradstreet, Lexis-Nexis, Bloomberg, Reed Exhibition, CIGNA, Six Flags, Hyatt, UPS, AT&T, Cintas, Waste Management and Corporate Express.

DEI has a proven sales training process that has been tested and applied over the last 30 years. Since 1979 over 500,000 people in 9000 companies have benefited from our training.

DEI was originally founded by Stephan Schiffman, one of America's leading authorities on selling. He came to prominence with his groundbreaking book *Cold Calling Techniques (That Really Work!)* and his sales pipeline methodology *Getting to Closed* is a standard reference in many sales departments. Over 1 million of Schiffman's books are in print and a generation of salespeople and sales managers have been schooled in the DEI approach.

Everything we train and teach has been tested and validated from real-world application and experience over 30 years.

At the heart of a DEI program is the proven sales process that is highly structured and quantifiable. DEI is firmly rooted in the "metrics-school" of selling. We believe that selling is first about sales process management and not about "how to sell". With an effective sales process in place – that evaluates real sales opportunities – you can add proven sales techniques and skills.

DEI is known for its honest, practical, simple and intelligent approach to managing the sales process and selling techniques.