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WASHINGTON SALES TRAINING FIRM EDUCATES CEO'S IN CHINA ON HOW TO SELL TO U.S. CEO'S

Shenzhen, CHINA - Washington D.C. based sales and marketing training firm, Asher Training, Inc., took its' expertise in sales and marketing best practices overseas to Shenzhen, China recently to train members of the CEO Club of China. The firm has completed two training ventures in China to date and will continue efforts there in the future.



The training seminars were targeted to Chinese CEO's with no prior sales training and who were relying only on dated power point sales presentations. "With business growing daily between U.S. and Chinese companies, we saw a great opportunity to help Chinese CEO's understand how top U.S. salespeople sell", said John Asher, Chairman and CEO of Asher Training, Inc. The Asher Training sales manual titled, "Selling Excellence", was translated into Chinese and is now a best seller among Chinese CEO's.

Asher is a member of the U.S. chapter CEO Club and was introduced to China's chapter executives, including the legendary president and founder Simon Guo, during a CEO Club Conference in China in late 2002. During the visit, he and Guo agreed there was a need for this type of training in China. "Overall, the training was a huge success for the CEO's. We spent several days reviewing best practices with regard to sales, marketing, business development and strategic planning. We look forward to Mr. Asher training here again soon", said Guo.

The Chief Executive Officers Club is a worldwide nonprofit organization which creates a nurturing environment for CEOs dedicated to improving the quality and profitability of their enterprises through shared experience and personal growth.

Established in 1996, Asher Training, Inc. is located at 1001 Pennsylvania Avenue, NW, eight blocks from the White House in Washington, D.C. The full service sales training firm specializes in coaching C-Level executives and top salespeople in strategic sales, marketing and business development best practices. For more information, contact Kyla O'Connell at 410.299.3306 or email at kyla@ashertraining.com.