



CUSTOMIZED SALES COACHING

ASHER offers Customized Sales Coaching for individuals seeking to gain a competitive edge. Customized Sales Coaching is recommended for individuals who have completed the ASHER's *Selling Excellence Seminar*. During the five-session coaching program, individuals receive one-on-one reinforcement of the *Top-Ten Skills of the Super Salespeople* customized to fit their specific targets and sales goals. The result is a well-trained sales professional armed with every tool needed for sales success!

COACHING FOR THE SALES REPRESENTATIVE

Sales Coach: Kyla O'Connell ~ Executive Vice President

Perfect for a young driven professional who is eager for a jump-start into sales. Coaching for the Sales Representative covers every aspect of presenting a professional sales image.

Areas of concentration include:

- CPQ Sales Aptitude Assessment – Development Training
- Proper Sales Professional Attire and Grooming
- Top-Ten Skills of the Super Salespeople customized to fit specific industries, targets and sales goals
- Business Etiquette Training
- Business Meal Etiquette Training

COACHING FOR THE SALES MANAGER OR VP OF SALES

Sales Coach: Steve Johnson ~ Senior Trainer

Sales Management requires a very different skill set than outside sales and many new sales managers find themselves looking for extra guidance on how to motivate their sales team.

Areas of concentration include:

- Sales Aptitude Assessment - Selection and Development Training
- Top-Ten Skills of the Super Salespeople
- Top Sales Management Skills
- Sales Process Implementation
- Sales Negotiations Training

COACHING FOR THE C-LEVEL EXECUTIVE

Sales Coach: John Asher ~ Executive Trainer and CEO

Many C-level executives reach top positions because of their industry experience and knowledge, but are not always familiar with the issues that front-line salespeople face on a daily basis. Coaching by ASHER's CEO, John Asher, provides C-level executives the big-picture concepts they need to be an effective leader of their sales team.

Areas of concentration include:

- Sales Aptitude Assessment
- Selection and Development of the Executive Team
- Leadership from the Sales Perspective
- Connecting the Marketing and Sales Departments to the Company's Vision and Mission

**FOR CUSTOMIZED SALES COACHING PROGRAMS AND FEES, CONTACT
THE ASHER CORPORATE OFFICE AT (202) 742-6639.**