

SELLING EXCELLENCE SEMINAR



ASHER

GLOBAL LEADERS IN GROWTH STRATEGIES.

What To Expect?

A dramatic & explosive growth in sales!

SEMINAR OVERVIEW

The two-day Selling Excellence sales and marketing training seminar concentrates on marketing functions (including how to pursue new targets) and selling functions (emphasizing skill practice as a training tool).

The seminar is based on extensive research of more than 150 sales and marketing references and the experience and skills of the ASHER facilitators who have excelled in business development.

SELLING EXCELLENCE IS AVAILABLE TO:

- **Private** — private corporations on a flat-fee basis
- **Semi-Private** — groups from multiple companies with a per attendee fee
- **Public** — individuals through our open-enrollment seminars

WHO SHOULD ATTEND?

All customer-facing people including: Executives, Sales Managers, Inside Sales Managers, Inside and Outside Sales People, Customer Service People

DAY ONE	8am —10 am	Account Management Skills
	10am —12 pm	Strategic Account Planning and Sales Force Management
	12pm —1pm	Lunch
	1pm —5pm	Tactical Marketing and Prospecting Skills
DAY TWO	8am —9 am	Telephone Selling Skills
	9am —12 pm	In-person Selling Skills
	12pm —1pm	Lunch
	1pm —4pm	In-person Selling Skills

TOPICS COVERED

- The Top-Ten Skills of the Super Sales people
- The Top-15 Sales and Marketing Processes
- Keeping Current Clients Delighted
- Strategic Account Planning
- Researching Prospects Before Initial Meeting
- Preparation for the Sales Call
- Telephone Calling Principles
- How to be a "Perfect" Listener
- Three-Step Sales Interview Process
- Relationship Building Strategies
- Recognizing Buyer's Needs
- Buyer's Shift
- Closing Principles
- Top-Ten Closing Techniques
- Handling Objections
- Strategies for Capturing New Business
- Return-on-Investment Analysis
- Key and Ghosting Discriminators
- Overcoming the Fear of Rejection
- Internet Marketing Strategies



CONTACT US
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