



ASHER
GLOBAL LEADERS IN SALES STRATEGIES.

Sales and Marketing Strategies for Sustained Revenue Growth

Presented by:
JOHN ASHER, MASTER SALES STRATEGIST

This interactive strategy session begins with an overview of the best practices for marketing and sales and will demonstrate how to quickly increase business with existing clients and acquire new customers.

Each member will be asked to share their most pressing sales or marketing issue. John Asher will then tailor the remainder of his presentation to address those specific issues, giving participants practical tools and techniques to immediately increase sales. Participants will leave the session armed with the knowledge of:

- » **The Top-Ten Skills of the “Super” Salespeople**
 - *And The Top-Four Sales Mistakes*
- » **Taking Advantage of Referrals**
 - *How and When to Ask for Referrals*
 - *How to Follow-up*
- » **Evaluation of Internal Sales and Marketing Processes**
 - *Using Coaches to Shorten the Sales Cycle*
- » **Finding, Evaluating, Hiring & Managing Salespeople**
- » **More Accurate Sales Forecasting**
- » **Using The Internet to Gain New Customers**
 - *Using Internet Search Optimization and Pay-per-click*
- » **Recognizing When Buyers are Ready to Buy**
- » **The Top-Ten Ways to Close a Sale**



WHO IS JOHN ASHER?

JOHN ASHER is chairman, CEO, and Master Facilitator of ASHER | Global Leaders in Sales Strategies. He also serves as chairman and co-founder of U.S. China Business Solutions, Inc., a global sourcing company is head-quartered in Washington, D.C., and managing director of Source Companies, LLC, a growth consulting and investment banking firm focused on the small to medium sized markets.

Mr. Asher has worked with over 500 companies in the past eight years helping them improve sales and marketing processes. Mr. Asher holds a Masters of Science in Administration from George Washington University and is a graduate of the United States Naval Academy, where he received degrees in nuclear engineering and mathematics.

CONTACT

**For more information or to schedule a
SPEAKING EVENT WITH JOHN ASHER**

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