



The perfect tool for reaching large sales forces and continued reinforcement of ASHER's Top-Ten Sales Skills

WEBINAR OVERVIEW:

One hour webinars hosted once per month designed for sales teams who have recently attended the Top Ten Sales Skills seminar. Each webinar follows a planned structure to ensure interactivity of the sales team. Investment: 1,500/per webinar

SAMPLE SCHEDULE:

Webinar #1 - Reconnect/The Five Factor Review

Pre-Webinar Discussion: Have two people ready to share how they've used any of the ASHER Top Ten Selling Skills to increase their sales effectiveness.

Webinar Presentation: The Five Factors of Sales Success:

- Focus on the importance of the CPQ and Emotional Intelligence
- Focus on Skill 1 – Prospecting
- Time Management on Revenue Generating activity
- Prioritizing, Organizing, Strategizing a Plan, Follow Up

Post-Webinar Action Items: Have two people ready with a question to start the discussion.

- Rate yourself on a scale of 1-100% on each factor for sales success
- Build your prospect/target list to 40 accounts

COURSE OFFERINGS:

Reconnect/The Five Factor Review

Creating CPQ Culture

Skill 1: Focus on Top Prospects

Skill 2: Use Coaches to Fully Understand Customer Requirements

Skill 3: Research Prior to First Contact and Skill 4: Building Rapport

Skill 5: Ask Questions and Listen to Guide the Conversation

Skill 6: Use Appropriate Marketing Messages

Skill 7: Be a Business Consultant and Solution Provider

Skill 8: Recognize the Buyer's Shift and Close the Sale

Skill 9: Build Long Term Relationships

Skill 10: Ask for Referrals

Open Discussion