

LEARN THE TOP-TEN SKILLS OF THE SUPER SALESPEOPLE

And Watch Your Revenue Reach New Heights.



TOP-TEN SKILLS:

1. Focus on a Few Top Prospects
2. Use Coaches to Understand Customer Requirements
3. Research Prospects Prior to First Contact
4. Ask Questions and Listen
5. Be a Solutions Provider
6. Provide Appropriate Marketing Messages
7. Recognize the Buyer's Shift
8. Know How to Close the Sale
9. Building Long-term Relationships with Clients
10. Ask for Referrals and Customer Feedback

UPCOMING SESSIONS:

- JANUARY 29 - Milwaukee, WI
- FEBRUARY 7 - Washington, DC
- FEBRUARY 20 - Cincinnati, OH
- MARCH 17 - Ft. Lauderdale, FL
- MARCH 20 - Philadelphia, PA
- APRIL 8 - Rochester, NY
- MAY 7 - Mobile, AL

CONTACT:

- CALL 202-742-6639



Asher Training
MASTER SALES STRATEGIES

THE TOP-TEN SELLING SKILLS ONE-DAY SEMINAR

Companies who have had their salespeople trained by Asher Training have experienced an average of:

- » 17% increase in sales from acquisition of new customers.
- » 45% reduction in sales cycle time.
- » 22% increase in sales of high margin, add-on business to current customers.

Do you want to be one of them?

ENROLL TODAY FOR THE TOP-TEN SELLING SKILLS SEMINAR

The biggest problem in today's business environment is finding and developing competent salespeople. Asher Training's **TOP-TEN SELLING SKILLS SEMINAR** helps companies solve this problem by strengthening the selling skills of all sales representatives, sales managers and customer-facing people.

The seminar is based on our extensive research of over 150 sales and marketing references and the experience and skills of Asher Training's facilitators who have excelled in sales and business development.

SEMINAR DETAILS

- » The seminar begins promptly at 8:30 am and ends at 5:00 pm.
 - Continental breakfast begins at 8:00 am.
- » Cost is \$695 per seat
 - Includes continental breakfast, lunch and a Top-Ten Selling Skills Training Manual.
- » To enroll call 202-742-6639 or complete the attached registration form.
 - Space is limited to 24 attendees, so ENROLL TODAY!



Asher Training

MASTER SALES STRATEGIES

TOP-TEN SELLING SKILLS REGISTRATION FORM

Attendee(s) Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

PLEASE SELECT THE SEMINAR DATE AND LOCATION YOU PLAN TO ATTEND

JANUARY 29 - MILWAUKEE, WI
*Downtown Milwaukee Center
250 East Wisconsin Avenue, 18th Floor
Milwaukee, WI 53202*

MARCH 20 - PHILADELPHIA, PA
*1500 Market Street
18th Floor, East Tower
Philadelphia, PA 19101*

FEBRUARY 7 - WASHINGTON, DC
*1001 Pennsylvania Ave., NW, Suite 600 S
Washington, DC 20004*
*Times: 9:00am-6:00pm; continental
breakfast beginning at 8:30am.

APRIL 8 - ROCHESTER, NY
*Marriott Rochester Airport
1890 West Ridge Road
Rochester, NY 14615*

FEBRUARY 20 - CINCINNATI, OH
*Summit Woods - Regus Business Centre
300 E-Business Way, Suite 200
Cincinnati, OH 45241*

MAY 7 - MOBILE, AL
*Two Office Park
273 Azalea Road
Mobile, AL 36609*

MARCH 17 - FT. LAUDERDALE, FL
*Courtyard Marriott Ft. Lauderdale North
2440 West Cypress Creek Road
Ft. Lauderdale, FL 33309*

CREDIT CARD AUTHORIZATION

I authorize Asher Training to charge the credit card listed below for each person listed.

Total charge: \$695.00 x _____ (# of attendees) = _____

Card Type: VISA M/C AMEX

Card Number: _____

Expiration: _____

Name on Card: _____

Authorized by: _____ Title: _____

Signature: _____



PLEASE NOTE

- * Sessions begin promptly at 8:30am and end at 5:00pm with a continental breakfast starting at 8:00am; unless specified otherwise.
- * Registrants paying by credit card, please complete and fax the form to 202-318-8815.
- * Registrants paying by check, mail form with check to:
Asher Training
1001 Pennsylvania Ave., NW
Suite 600 South
Washington, DC 20004
- * Payment is required with registration form. All registration forms are due 10 business days prior to seminar date, unless specified.
- * To enroll 10 or more seats, please call Asher Training at 202-742-6639 to discuss high volume options.
- * **Cancellation Policy:**
Cancellations made up to six (6) business days prior to the training are eligible for a refund. Cancellations made less than five (5) business days before the training can only have payments applied to a future session.
- * Asher Training has the right to cancel any session for any reason.