

Any sales training company can
point you in the right direction.



We'll help you reach your destination.

Ready to reach new levels of success?

If you want to increase sales, improve customer satisfaction and get more done with less, that's exactly what we'll help you accomplish.

We customize to optimize

At Sales Training And Results, Inc. (STAR), our approach is unique. We listen to your specific needs and concerns, and then tailor each workshop to make sure all elements are relevant. Your people see how the skills apply to them because we use real-life examples. What's more, participants can take a skill check (available via internet or telephone) which provides a valuable benchmark of learning.

We make it real

Our instructors establish a rapport with participants because we have a broad range of sales and industry experience. More importantly, we really take the time to learn about your company. Because salespeople learn best by doing, our instructors don't "lecture."

We keep going strong when others are finished

With conventional workshops, 90% of what is "learned" is forgotten within one month. After each of our workshops has ended, we provide

crucial reinforcement in order to maximize long-term results. STAR's dynamic, nontraditional approach includes a wide variety of follow-up and reinforcement services; you select those which are most appropriate for your company.

These services include:

- Follow-up emails which provide relevant articles and a review of key skills
- Virtual sales workshops
- Special coaching kit for managers
- Telephone consultation with instructors
- "Ask a Coach" web feature

Coaching a winning team

Expert coaching is perhaps the most effective method for perfecting selling skills and increasing profitability far into the future. Some of the coaching methods we employ are telephone consultation, face-to-face meetings, joint sales calls and our new web feature, "Ask a Coach."



OUR WORKSHOPS

Selling Skills

We identify each person's preferred selling style, then work to increase flexibility—and effectiveness—with current accounts and new business prospects. Critical customer situations are utilized throughout.

Sales Presentation Skills

We provide plenty of real-life practice and useful feedback, including one-on-one coaching from the instructor. Participants learn to prepare and deliver high-caliber presentations—to a single person or large groups.

Sales Negotiation Skills

The first step is recognizing common negotiating problems: giving away too much too soon; underestimating one's own power; emphasizing price over value. We teach how to use and respond to various tactics, and create “win-win” situations.

Selling On Value

Participants learn how to be more strategic and sell on value, not just price. This approach wins new business, increases profitability and creates stronger relationships with major accounts.

Key Account Management

We teach an advanced planning process, as well as team-selling techniques. Senior sales people, national account managers, and sales and marketing managers learn to identify key accounts, gain entry,



broaden account penetration and improve retention.

Coaching For Sales Success

The best sales managers are excellent coaches. We provide

a proven system which enables managers to analyze and make the most of every coaching opportunity.

Customer Service and Support Workshop

The ability to “wow” your customers is invaluable when it comes to stability and growth. This workshop addresses the skills required to retain and grow your current business.

Influence Skills

This workshop teaches how to get more done while building and maintaining relationships. Participants learn strategy and tactics, including ways to prepare for important influence opportunities.

You can get there from here.



22 Depot Street, Suite 3,
Duxbury, MA 02332

Toll Free: (866) 934-0900
Fax: (781) 934-8265

Email: info@salestrainingandresults.com
www.salestrainingandresults.com