

INSIDE SALES EXCELLENCE

Extensive Role-Playing in a Small Class

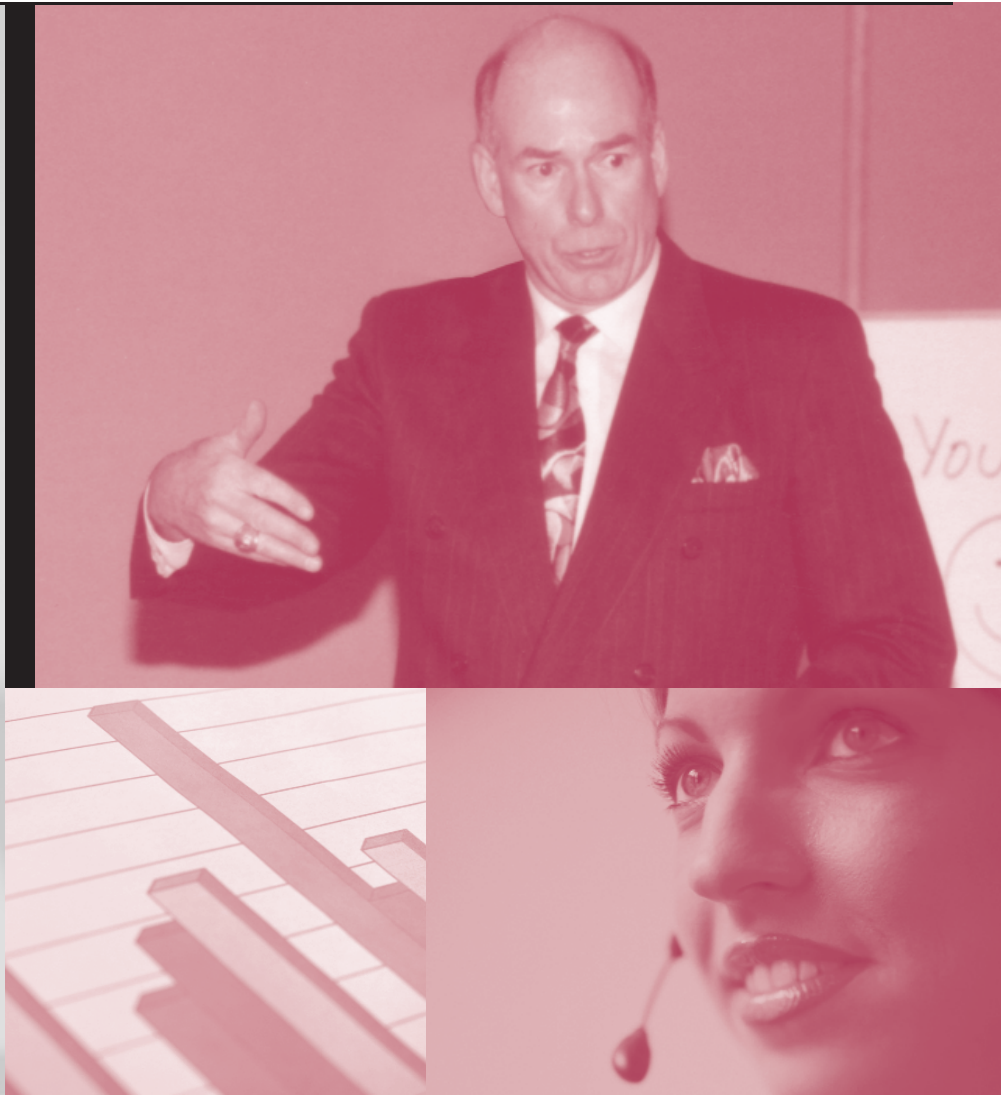
If you talk to customers on the **PHONE** you can...

- ▶ Use our techniques to be more courteous
- ▶ Apply our **SYSTEM** to create Win-Win situations when dealing with angry customers
- ▶ Provide real **VALUE** to your customers by understanding their needs
- ▶ Manage your time better by utilizing the tools we recommend
- ▶ Get new ideas for penetrating on cold-calls
- ▶ Feel comfortable up-selling, cross-selling and bundling complementary products

A Two-Day Seminar
on “**Inside Sales Excellence**” with
extensive role-playing
in a small class

Who should attend?

- ▶ Customer Service Reps
- ▶ Inside Sales Personnel
- ▶ Engineering Liaisons
- ▶ Technical Support
- ▶ Telemarketers
- ▶ Order Desk Personnel
- ▶ Expeditors
- ▶ Accounts-Receiveable Specialists
- ▶ Will-Call Staff



MITCHELL
Selling Dynamics Inc.

1360 Puritan, Birmingham, MI 48009

Telephone: 248-644-8092

info@mitchellsell.com website: <http://www.mitchellsell.com>

Learn about the **Purchase Cycle**

Learn a new **System** for handling calls

Practice the **Skills** with extensive **Role-Playing**

NEW

Keep Your Customers Coming Back After Att

Do You Have These Problems?

- ▶ You want to sell more to existing customers
- ▶ You want your inside people providing Value
- ▶ You want to do up-selling
- ▶ You want to increase success on outbound cold calls
- ▶ You want to build customer loyalty
- ▶ You cannot find comprehensive phone training
- ▶ You need to provide transaction excellence

Mitchell Selling Dynamics, Inc. provides techniques, **solutions** and answers to these problems and a great deal more. Our attendees learn a whole new set of exciting and **useful skills** that can be put into practice the very next day on the job.

Whether you're just getting started on the phone or are a seasoned veteran, you'll learn **new ideas** that are working at growing companies.

Our programs are warm, friendly, and relaxed. You don't have to worry about any pressure on this day. We do all the work and you can sit back in a comfortable, intimate setting and let us provide an enlightening learning experience that gives you the latest **insights** into **win/win** value-added selling techniques.

Very personalized class with 12 attendees maximum!

Contact Mitchell Selling Dynamics, Inc. and reserve your space in **Inside Sales Excellence** today.
(See back for Registration Form)

What's In It... for You?

Mitchell's seminars provide **specific skills** that are guaranteed to produce results. His programs are meat and potatoes, not pie-in-the-sky concepts.

You'll learn new ideas on how to:

- ▶ Provide value to your accounts
- ▶ Increase customer retention
- ▶ Get closer to customers psychologically by handling them with more courtesy
- ▶ Apply our **SYSTEM** to create win-win solutions with angry customers
- ▶ Bundle complementary products
- ▶ Manage your time with Microsoft Outlook
- ▶ Penetrate on cold calls
- ▶ Hold the line on price
- ▶ Find prospects and convert them to customers
- ▶ Feel comfortable up-selling, cross-selling and bundling complementary products

Your company gets:

- ▶ Increased annual sales
- ▶ Improved customer retention
- ▶ More profitable sales
- ▶ Motivated customer service reps who can deal with the ups & downs of phone work
- ▶ A skilled inside staff

Custom programs are available at a
discount at your facility.

Visit our website for other classes and more information
www.mitchellsell.com



About The Speaker

John Mitchell has over 30 years of experience in sales and sales management as an executive with the General Electric Company. He has trained over 10,000 people from a broad array of companies... TRW Corp., Eaton Corp., J & L Industrial Supply, Carboloy, W.W. Grainger, and more. John has an MBA degree and has been published extensively in trade magazines. He is the author of several books including "Inside Sales Excellence" used in the course and he founded Mitchell Selling Dynamics, Inc. in 1990. There are no substitute speakers!

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**NEW**

Ending The Inside Sales Excellence Seminar

Extensive Role-Playing Seminar Content For Two-Day Program

Introduction: Market model; Purchase facilitators; Readiness-To-Buy curve; Understanding the Purchase Cycle; Distribution of prospects for our products.

Inside Sales Excellence: Defining inside sales excellence and the importance of customers. Understanding customer service; The value of customers; The cost of getting new customers; The cost of keeping customers; Why customers stop being customers.

Profits: Understanding the importance of profits; Techniques to grow profits

Understanding Behavior: Recognizing different types of people and how to react to them. Motivation theory; Types of people; Styles of people; Right and left brain; How to recognize right and left brain people; Do's and don'ts for right and left brain people. **Role-playing** in this segment.

Added-Value Selling: Learning about your customer to understand his needs; Providing real value to your customer with your products and services.

Value-Added Selling: Using your own experience, professionalism and other unique personal characteristics to provide real value to your customer.

Being Professional: Getting customers to ask for you; Forbidden phrases; Excuses may make matters worse; Voice mail; Knowing your product; Being enthusiastic; Providing Value; Developing empathy; Getting others to help; Being dependable; Handling stress. **Role-playing** in this segment.

Tele-Courtesy: Projecting a great image and attitude. How to answer the phone, put someone on hold and transfer people properly. Being Pro-Sonal; Projecting image and attitude; Phone etiquette; Listening; Answering the phone; How to put someone on hold; How to transfer someone; How to get someone back on track; Your voice; Voice qualities checklist; Grammar and diction; Being humorous; Accents and non-English callers.

Phone Psychology Process: Using a systematic method to handle callers and generate positive energy. Greeting; Acknowledgment; Fact finding; Solution proposal; Acceptance confirmation; Follow-Up. **Role-playing** in this segment.

Win/Win With Angry And Abusive Customers: Reversing bad situations. Problem definition and solution; Complaints are good; Helpful hints in dealing with angry customers; Complaint types; Complaint resolution; Recommended ways to repair damaged relationships; Making it right and knowing your limitations; Abusive callers. **Role-playing** in this segment.

Transaction Excellence: Getting it right the first time, tips and techniques. Being easy to do business with; The cost of errors and claims; Systems; E-Commerce; Increasing accuracy; Educating your customers; Dependable delivery; Certified internal quality control; Inter-department quality control.

Starting A Sale: Using strategies and skills to grow profitable sales. Learn how to up-sell and cross-sell on inbound calls. Inbound telephone sales strategy; Outbound telephone sales strategy; Unique selling advantage statements; WIIFM statements; Sales opportunities for CSR's; Ways to make calls more successful; Summarizing; Your proposal.

Closing: Two types of closing: "Activity Closing" and "Preferred Supplier Closing". Dealing with price effectively; Overcoming objections; Dealing with rejection.

Phone Sales Process: Understanding the proper technique to make outbound calls. Sample scripts and the "Call Process Chart" are provided and demonstrated. **Role-playing** in this segment.

Selling In A Down Economy: Using new and creative techniques such as Strategic Linkages, Problem solving, Adding Value, Lead follow-up, Old accounts, Sharing successes, Team selling, New markets, Auto-contacting, Up-Selling and Cross Selling, Holding the line on price; Re-Evaluating Assumptions.

Managing Your Time: Developing plans & goals; Using Microsoft Outlook and synchronizing with a PDA for your calendar, To-Do-List, Contacts and Email. Scheduling activities based on priority. Crisis/Priority Quadrants; Batching your activities; Scheduling based on priorities; Being organized.

Tools Of The Trade: Specifying a great workstation design, time savers, computers and software. Comfortable and efficient work station; Call recording management book; Calendar - Organizer; Catalog display rack; Microsoft Outlook; Palm Pilots and other PDA's; Computer and printer; Word processing software; Spreadsheet software; Database software; Other software; Call logs; Survey sheets.

Counter Courtesies: Techniques that can be employed by will-call counter personnel to improve their inter-personal interactions.

Common Problems To Avoid: Common Problems To Avoid.

Past Attendees: Partial List

AAR Cargo Systems
Action Superabrasive Products
Advanced Technology Services
AFC Holcroft
Air Tool Service Company
Akzo Coatings Inc
Allied Signal Inc
Allied Tool Inc.
Alpha Security Products
American Augers
Argent-Auto Systems, Inc.
ArvinMeritor
ATI Systems, Inc.
Atlas Copco Tools Inc
BASF Corp/Chemicals Div
Bearing Distributors Inc
Becton Dickinson & Company
Bendix Commercial Vehicle Systems
Bentley Tool Inc
Bico-Akron Inc
Braun Machinery Inc.
Seco Carbology
Brush Wellman Inc
BW Rogers Company
C M I Industries
Carbology Inc.
Carl Zeiss IMT Corporation
Cerametel Michigan
Chemcentral-Detroit
Chester Industries, Inc.
Citco Inc
Cloverdale Equipment Co
Cognos Corporation
Columbia Marking Tools Inc
Commercial Electric Products
Consolidated Industries
Cooper Energy Services
Cutler-Hammer
Dana Corporation
Delray Steel Casting Inc
Delta Tooling Company
De-Sta-Co Industries
Dickson Associates
Dietrich Industries
Dow Corning Corp.
Dreison International, Inc
DST-Dayton Supply & Tool
Duracote Corporation
Durox Company
Earle M. Jorgenson Company, Inc.
East Manufacturing Corp
Eaton Corporation
Elyria Spring & Specialty Company
Empire Die Casting Company
Empire Tool Company
Energy Transfer Inc
Engelhard Corporation
Engineered Heat-Treat Inc
Equipment Data Associates
Erico Inc
Erco Corporation
F J Designs
Faurecia Exhaust Systems, Inc.
Federal APD Inc
Ferro Corporation
FlexOvit USA
Foseco Metalurgical Inc
Freudenberg NÖK
Gatto, Inc.
GE Harley Inc
Genesee Polymers Corp
Genie Company Inc
George Whalley Company
GKN Center Metals
H R Krueger Machine Tool Inc
Heidman Steel Products
HP Products Inc
Hubbell Industrial Controls
Hy-Level Industries Inc
ICI Paints
Inductoheat
Ingersoll Cinetic Automation
Insulgard Corp
Iscar Metals, Inc.
ITW
Iverson Industries
J & L Industrial Supply
Johnson Controls, Inc
JP Farley Corp
Kennametal
Komet of America, Inc.
L & W Engineering Co Inc
Lear Corporation
Lebow Products
LSI Graphic Solutions Plus
Mahar Tool Supply Company
Masco Corporation
McMullen Tool & Supply Company
Menlo Tool Co Inc
Metaldyne
Norton Abrasives
Mitsubishi Materials USA Corp
Namco Controls Corporation
Newcomer Products Inc
Nextel
Nippon Express USA, Inc.
Numatics Inc
Oneida Tool Corporation
Orbis Corporation
Parker Hannifin Corporation
Peerless Steel Company
Performix Group
Plastics Plus
Praxair
Production Tool Supply Company
ProQuest Business Solutions
Richard Payne Company
Saginaw Machine Systems, Inc
Saint-Gobain Abrasives
Sandvik Coromant
Scientific Instrument Center
Seegott Inc
Shively Bros Inc
Simco Controls
Singer Steel Company
SPS Tech
Square D Electric
Stafast Products, Inc.
Stanley Industries Inc
Starcut Sales Inc
Sterling Scale Company, Inc
Sterling Supply
T.I. Automotive Systems
Takata Inc.
Te-Co Tooling Components, Inc.
The Bartech Group
Tooling System Sales Inc
Toyoda Machinery USA
Trans Technology
Trans-Matic Manufacturing Company
Transpec Worldwide
Transue Williams Stampings Company
Troy Tooling, Inc
TRW Vehicle Safety Systems
Tyrolit - North America, Inc.
Unistrut Corp
Unitech Systems, Inc.
United Label & Packaging
UVA Machine Company
Valentia Inc.
Valeo, Inc.
Velcro USA Inc
Versatex Industries
W. W. Grainger
Walker Wire (ISPAT) Inc.
Walco Truck Equipment Company
Wegoma Inc
Whirlpool Corporation
Wolverine Broach Company
Wolverine Power & Equipment
Zircoa Inc
Z-Weigh Inc

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What They're Saying...

Audio CD's and Cassette Tapes

Call us at one of the below numbers or order from our website (www.mitchellsell.com) Click on audio CD's or tapes for the menu list.

"Some seminars I attended in the past were boring. This was so informative!"

Ronald A. Lee, Menlo Tool Company

"John Mitchell was very helpful in his presentation and provided a lot of key ideas on sales."

David Stevenson, Production Tool Supply

"This was a great seminar with many ideas and examples."


Sandra Sears, Carboloy Inc.

"I plan to recommend it to other departments in my company."

Sandra Belcher, Ferro Corp.

Other Sales Training Programs and Services Available

Custom Programs Available at a Discount

- 
- ▶ **Relationship Selling** - Techniques for outside sales people
 - ▶ **Office Automation** - Computer techniques for marketing/sales professionals
 - ▶ **Consultative Selling** - Techniques for senior sales people
 - ▶ **Negotiation Excellence** - Case based class for negotiators
 - ▶ **Interaction Effectiveness** - For internal support functions like human resources and computer systems
 - ▶ **Trade Show Excellence** - For exhibit personnel

Services

- ▶ Microsoft Access CRM database development
- ▶ Internet web site development
- ▶ Expert systems in Visual Basic
- ▶ National sales meetings

"Inside Selling Excellence" - Attendee Information

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone (w/area code) _____

Enrollment Fee: \$647

Cleveland Dates:

Note: See www.MitchellSell.com for class schedules

Detroit Dates:

Note: See www.MitchellSell.com for class schedules

Method of Payment

- ▶ Check made payable to: Mitchell Selling Dynamics, Inc.
- ▶ Purchase Order (Enclose hard copy)
- ▶ Send me an invoice
- ▶ On-line with PayPal

Visa MasterCard American Express

Card number _____

Exp. date _____

Exact name on card _____

Signature _____

MITCHELL
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To Reserve Your Place,
Enroll on-line or Mail This Form To:

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1360 Puritan, Birmingham, MI 48009

website: <http://www.mitchellsell.com>

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