

# 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.

Since 1990

1360 Puritan, Birmingham, MI 48009

800-328-9696 or 248-644-8092 Fax: 248-644-3209

info@mitsellsell.com website: <http://www.mitsellsell.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 Attending

## 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:

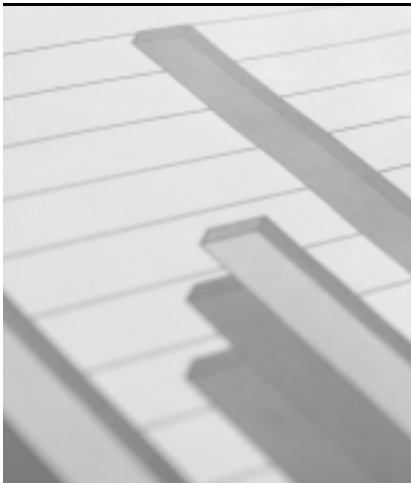
- ▶ Provide value to your accounts
- ▶ Increase customer retention
- ▶ Get closer to customers psychologically by handling them with more courtesy
- ▶ Apply our **SYSTEM** to create win-win solutions with angry customers
- ▶ Bundle complementary products
- ▶ Manage your time with Microsoft Outlook
- ▶ 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](http://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, Carboly, 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!

**1-800-328-9696 or 1-248-644-8092 Mitchell Selling Dynamics, Inc.**

## 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 Courtesy:** 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  
Carboly 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  
Ersco Corporation  
F J Designs  
Faurecia Exhaust Systems, Inc.  
Federal APD Inc  
Ferro Corporation  
FlexOvit USA  
Foseco Metallurgical Inc  
Freudenberg NÖK  
Gatco, Inc.  
GE Harley Inc  
Genesee Polymers Corp  
Genie Company Inc  
George Whalley Company  
GKN Center Metals  
H R Krueger Machine Tool Inc  
Heidtmann 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  
Valenite 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

## 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](http://www.mitchellsell.com)) Click on audio CD's or tapes from the menu list.

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

*Ronald A. Lee, Menlo Tool Company*

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

*Sandra Sears, Carboloy Inc.*

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

*David Stevenson, Production Tool Supply*

"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) \_\_\_\_\_

### \$647 Enrollment Fee

#### Detroit Area

April 22nd & 23rd, 2004

November 11th & 12th, 2004

#### Cleveland Area

May 6th & 7th, 2004

November 18th & 19th, 2004

### 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**  
Selling Dynamics Inc.

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

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

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