



# ADVANCED INSIDE SALES

## Take Your Sales Personnel Beyond the Traditional "Customer Service" Role

### Overview

The role of inside sales in distribution is changing. Customers are demanding more efficient ways to do business. Distributors, facing increasing competition and price and margin pressures, are looking for ways to increase their sales effectiveness. The result has been that the traditional role of inside sales is changing. Inside sales will be dealing more and more with new skills and performing new tasks. The Advanced Inside Sales course will take your inside sales personnel beyond the traditional customer service model.

### Program Goal

A significant part of taking your sales personnel beyond the traditional "Customer Service" role is providing them

with the tools to do the new tasks expected of them. This course will provide your employees with the tools to increase your company's selling effectiveness while becoming a more assertive part of the distributor's selling system. Advanced Inside Sales will explain to your sales force how to look for and take advantage of opportunities to grow accounts, to diagnose changes as problems or opportunities, and to continuously improve the company's relationship with the customer.

### How the Course Works

Advanced Inside Sales is a CD-ROM course consisting of three modules: Pricing, The Complex Sale and Quantifiable Value-Added (QVA) Selling. Each module uses audio and graphics to present concepts.

At the end of each section, students encounter a question to test their comprehension and Practical Application Exercises to apply what they've just learned. Each module contains a pre- and post-test evaluation. Once a student successfully completes a module, they'll have an opportunity to print a course summary along with a certificate.

### Who Should Take the Course

In many companies, the responsibilities of inside salespeople are becoming more like those of outside salespeople rather than of the traditional customer service model. The skills taught in Advanced Inside Sales will help both inside and outside sales perform their jobs better and improve the distributor's bottom line.

## Course Modules

### Pricing

The Pricing module is designed to provide the inside salesperson the necessary background so that front-line pricing decisions will be made on an informed basis and capture the value that the distributor provides. It covers common distribution pricing models, the function of pricing management and how that must be supported by the front line. It also explains how to communicate the value-added to the customer so that the company is compensated for those services. The learner, using the skills and knowledge presented in this course, will recognize and take advantage of opportunities to increase gross profit.

### The Complex Sale

The purpose of The Complex Sale is to equip the inside salesperson to deal with sales situations with multiple purchasing influences (the definition of the complex sale). They will learn to use the skills and techniques developed for dealing with the complex sale to improve their effectiveness in dealing with customers. When learners incorporate the skills and knowledge presented in this course, they will recognize purchasing influences, gather sufficient information to make the communication appropriate to each type of purchasing influence, and recognize and respond to opportunities and threats.

### Quantifiable Value-Added (QVA) Selling

QVA Selling is designed to provide the inside salesperson with both the knowledge and a methodology for converting the company's value added into an easily understood metric: money. The learner, using the skills and knowledge presented in QVA Selling, will seek out and take advantage of opportunities to provide real savings to the customer and to present those savings in quantifiable and mutually-agreed-upon terms.



# Order Advanced Inside Sales for your employees today



Introductory Price

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## PRODUCT

Description	Quantity	Unit Price	Total
Advanced Inside Sales (Member Price)		\$99 per CD	
Advanced Inside Sales (Non-member Price)		\$250 per CD	
<b>Grand Total</b>			

## PAYMENT INFORMATION (please check one)

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For more information or to order by phone, contact Marci Hickey, 443-640-1060 ext. 104 or marci@ksgroup.org

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