

Advanced Inside Sales

Beginning at the Beginning And Advancing to Advanced

The challenges to distributor sales forces continue to increase, and many distributors are looking to their inside sales departments to help them meet these challenges. CIPH presents two disk-based training programs that are designed to take your inside salespeople from the basics through advanced skills and knowledge.

New Directions In Inside Sales (DVD)

The DVD version of *New Directions in Inside Sales* provides basic training either as self-study or in a classroom environment. The DVD provides the learner with navigation prompts as he or she uses the included Participant's Workbook and video segments. For classroom training, the session leader follows the prompts in the Leader's Guide and the easy-to-use menus for the video segments.

***New Directions in Inside Sales* consists of five modules:**

- **Introduction to a Changing Marketplace**
- **Account Building**
- **Sales and Customer Service**
- **You and the Company**
- **Goal Setting and Time Management**

All of the resources required for the training are on the DVD.

New Directions in Inside Sales is designed to give your inside salespeople the skills that will make them a more aggressive and more effective part of your selling system.

Advanced Inside Sales (CD)

Advanced Inside Sales is designed to take your inside salespeople to the next level — yielding the company more profitable pricing, better account retention, and greater sales in complex selling situation. The skills and concepts taught on this three-course CD takes skills used by good outside salespeople and applies them to the inside salesperson's environment.

The three courses are:

- **Pricing**
- **Quantifiable Value-Added Selling**
- **The Complex Sale**

The CD provides interactive, self-paced training along with Practical Application Exercises that help the learner apply the concepts to his or her daily work.



CIPH ORDER FORM

ORDER *NEW DIRECTIONS IN INSIDE SALES* AND *ADVANCED INSIDE SALES* TODAY!

Only \$149 For Both!
for CIPH Members. Non-members, \$189

New Directions in Inside Sales DVD can be ordered by itself for only \$79. Non-members \$89

QUESTIONS ABOUT *NEW DIRECTIONS IN INSIDE SALES* OR *ADVANCED INSIDE SALES*?

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Website: www.ciph.com

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