



Inside Sales Training

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 **New Directions in Inside Sales DVD** provides basic training either through self-study or in a classroom environment. **New Directions** 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 can follow 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 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

The **Advanced Inside Sales CD** 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.

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