



Inside Sales Skills Correspondence Course



Bob Gernon,
Bob Gernon Consulting

Bob Gernon is one of Canada's busiest and most successful Management Educators and Change Agents. For more than 20 years Bob has been responsible for major training and organizational change projects with leading organizations throughout Canada and the United States. He has written numerous training and procedure manuals and has produced over a dozen video-based training programs for major corporations in North America. Bob Gernon is the Canadian Distribution Industry's resident expert on Inside Sales. The Inside Sales Correspondence Course is produced in conjunction with members of CIPH and S & D (Electro Federation).

A 24 week correspondence course in Inside Sales Skills for ALL distribution staff: receptionists, counter staff, inside sales, quotes, and delivery staff. If you have any contact with customers, this course will improve your knowledge and sales skills!

Topics Include:

- Understanding the System
- Getting Organized
- The Telephone: Blessing or Curse?
- Telephone Prospecting
- Qualifying Customers
- Building Rapport
- Making Your Presentation
- Closing Techniques
- Follow-up
- Dealing with Tough Customers
- How to Outsell the Big Box

CIPH/S&D/AEA

Member Price:
\$194 + GST

Non-Member Price:
\$244 + GST

[Prices include shipping & handling]

Click here to register online today



PLEASE ATTACH BUSINESS CARD OR PRINT

Name _____
 Title _____
 Company _____
 Address _____
 City _____
 Prov. _____ Postal Code _____
 Tel. _____ Fax _____
 E-mail: _____

To order by fax:

Please send me ___ copies \$ _____

5% GST (#10686 1669RT) \$ _____

TOTAL AMOUNT DUE \$ _____

FAX TO: (416) 695-0450

www.ciph.com

For info: Stephen Apps,
Program Manager: s.apps@ciph.com



Partners in Distribution Excellence

Supported by:



PAYMENT OPTIONS: CHEQUE VISA MASTER CARD AMEX

Credit Card # _____ Expiry Date: _____ / _____

Cardholder Name: _____ Signature: _____