

It's not the usual inside sales training,
because the market demands more than the usual inside sales skills.

advanced INSIDE SALES

self-study, cd-based training



The role of inside sales in plastics distribution is changing.

Customers are demanding more efficient ways to do business. Distributors — facing increasing competition and price and margin pressure — 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. You need to provide your sales personnel with the tools they need to meet their role's new demands. Advanced Inside Sales gives you those tools by teaching your experienced inside sales people new skills — skills that fit today's market.

Advanced Inside Sales is a CD-ROM course consisting of three modules: Pricing, the Complex Sale and Quantifiable Value-Added Selling. Each module uses audio and graphics to present concepts. At the end of each section, students will answer a question to test their comprehension and then apply what they've learned to the Practical Application Exercises. Each module contains a pre- and post-test evaluation, and once students have successfully completed a module, they can print a course summary and a certificate.

The skills taught in Advanced Inside Sales will help the sales force perform better and improve the distributor's bottom line.

Advanced Inside Sales order form

Please print clearly:

_____ <i>Company Name</i>			
_____ <i>Your Name</i>		_____ <i>Your Title</i>	
_____ <i>Street Address</i>		_____ <i>City</i>	_____ <i>State/Country</i>
_____ <i>Zip/Postal Code</i>	_____ <i>Business Phone</i>	_____ <i>Business Fax</i>	_____ <i>E-mail</i>
Member:	Please send me _____	copies of Advanced Inside Sales @ \$149	= \$ _____
Nonmember:	Please send me _____	copies of Advanced Inside Sales @ \$205	= \$ _____

Form of Payment (U.S. dollars):

AMEX Discover MasterCard VISA Check made payable to IAPD is enclosed (U.S. funds drawn on U.S. bank)

_____ <i>Credit Card Number</i>	_____ <i>Expiration Date</i>
_____ <i>Cardholder</i>	_____ <i>Signature of Cardholder</i>

Please return form and payment to: IAPD, 6734 W. 121st Street, Overland Park, KS 66209 USA
or fax to +913.345.1006.



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