



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, CHRAW 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

MEMBERS: \$179

CIPH

S & D Electro Federation

Non Members: \$229

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 Plumbing & Heating
 295 The West Mall, Suite 330
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For info: Stephen Apps,
 Program Manager: s.apps@ciph.com

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