Learn New Skills for Greater Inside Sales Effectiveness With

Advanced Inside Sales

Reliable Solutions Today!

These days, more than ever, it is essential to maximize the effectiveness of your inside sales team. In fact, for many if not most EASA members, inside sales and all it encompasses (e.g., customer service follow-up, relationship building, cold-calling, etc.) is becoming more and more critical to profitability.

To help members grow and enhance their insides sales efforts, EASA has cooperated with 20 other distribution associations—all members of the Association Education Alliance (AEA)—to produce a new CD-ROM based training course called *Advanced Inside Sales*.

CD-ROM Focuses On Three Areas

The three components on the CD are Pricing, The Complex Sale and Quantifiable Value-Added (QVA) Selling.

- **Pricing**—Understand front-line pricing and ways to improve it.
- **The Complex Sale**—Go behind the simple one-on-one relationship.
- **QVA Selling**—Find opportunities for adding value and quantifying it in dollars and cents.

Order your copy of the ***Advanced Inside Sales*** CD-ROM using the form below.

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Please send _____ copies of *Advanced Inside Sales* on CD-ROM.

- $149 for Active/Allied and Associate Members; $10 for each additional copy
- $298 for Privileged/Honorary Members; $20 for each additional copy
- $447 for Nonmembers; $30 for each additional copy

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