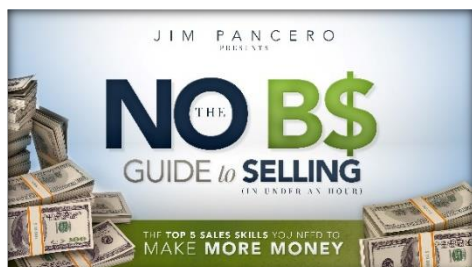


EDUCATIONAL OFFER: VIDEO SALES TRAINING PROGRAMS

<https://www.advancedsalesuniversity.com/>



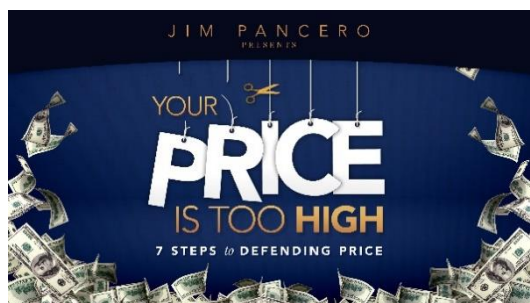
The No BS Guide to Selling (in under an hour)

10 video module sales training program - Total length 60 minutes

In addition to your industry and product specific knowledge, this program offers a complete guide to selling, covering the major selling skills you need to be successful. Each video is 5 to 6 minutes long and covers the most critical five selling skills to give you a competitive edge and help you make more money.

- Video 1 Are you ready to get even better?
- Video 2 How to earn the respect (and loyalty) of your buyers
- Video 3 Skill 1: How to control your sales call
- Video 4 How to ask better questions
- Video 5 Skill 2: How to control your selling process
- Video 6 Defining the selling steps for your industry
- Video 7 Skill 3: How to keep and grow good customers
- Video 8 Skill 4: How to get higher, wider and deeper
- Video 9 Skill 5: How to communicate a selling message of uniqueness and value
- Video 10 Understanding why people buy

Member price: Use this discount code **ECIA** for 20% off the \$97.00 retail price, a savings of \$19.40.



Your Price is Too High – 7 Steps to Defending Price

10 video module sales training program - Total length 40 minutes

This information-intensive program has been designed to be concentrated, focused and brief on the topic of successfully selling against low price. Each video is 3 to 6 minutes long, offering you secrets to winning business without having to be the lowest price. In just 40 minutes you will have the tools to change the skills, attitudes and success your team to win business at higher margins.

- Video 1 The Secret to Getting a Higher Price
- Video 2 Using the 7 steps to defend your higher price (and still win the business!)
- Video 3 Step 2: Ask questions ...to learn how to defend your higher price
- Video 4 Step 3: Know your enemy ...Do you really know your competitive uniqueness?
- Video 5 Step 4: Defend value ...by strengthening how you answer
- Video 6 Using financial justification to prove your higher price/lower total cost.
- Video 7 Step 5: Gain commitment ...to win the business
- Video 8 Step 6: Keep the door open ...to keep them talking
- Video 9 Step 7: Now fix this ...to improve your ability to win more business at a higher price
- Video 10 The final 'Selling higher price' challenge – how much risk are you willing to ask?

Member Price: Use this discount code **ECIA** for 20% off the \$97.00 retail price, a savings of \$19.40.