

KnowledgeQuest K-12 SALES TRAINING PROGRAM

Improving Your Sales Team's Selling Skills!

The KnowledgeQuest K-12 Sales Training Program takes a proven, powerful model for selling to K-12 educators and equips your sales professionals with the essential skills they need to increase your company's revenue.

The K-12 Sales Training Program will be Customized to Your Company!

- Our experienced trainers will work with you before the training takes place to understand your sales process and culture.
- The training program we deliver will use real-life situations that your sales team has experienced and demonstrate how to improve overall sales performance.
- The after-training consultations we provide to your sales managers and reps will ensure that the skills learned are successfully applied.

Increase your Sales Team's Performance and Outperform your Competitors!

As a result of experiencing the K-12 Sales Training Program, your entire sales team will:

- Gain skills that are proven to improve sales performance
- Become more comfortable with selling more to your largest accounts
- Learn actionable skills that translate immediately to greater sales
- Turn your leads into your customers faster than ever before



NEW!
The KnowledgeQuest
K-12 Sales Training
Program


MARKETINGWORKS INC.
The education marketplace connection

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As the foremost sales, marketing, and advisory firm focused on education, MarketingWorks has decades of experience selling into schools. Now, your company can get world-class sales training that is specifically tailored to meet the needs of your company and of today's K-12 educators.

Educational customers are more sophisticated and more demanding. They don't want to be "sold." Tight budgets and demanding constituencies have created cautious customers who want to make informed buying decisions in collaboration with knowledgeable sales professionals. The day of the "hit and run" sales rep is long gone.

Develop Proven Selling Skills

The KnowledgeQuest Sales Training Program offers a proven, powerful model for face-to-face and telephone sales and equips K-12 sales professionals with the skills they need to develop lasting, mutually beneficial relationships with school and district decision makers. *Each program is customized to your company's needs.*

Gain Education Market Knowledge

Guided by highly experienced, education-savvy facilitators, participants learn skills and strategies that they can use to handle the complex challenges of selling into schools. Participants have many opportunities to practice these skills in a range of situations tailored to your company.

Build Customer Trust and Rapport...

Differentiate Your Representatives, Your Products, and Services

The KnowledgeQuest Sales Training Program includes:

- ✓ Pre-program research and consultation to ensure that the workshops are centered on your specific products, people, and challenges
- ✓ Two or three-day world-class trainings, on-site or on retreat, that include:
 - Knowing the education marketplace
 - Preparing for each sales meeting
 - Opening the call (face-to-face or phone) and establishing trust
 - Discovering customer needs and defining the "problem"
 - Presenting the solution effectively
 - Handling customer concerns by uncovering objections
 - Closing sales
 - Establishing an action plan
 - Solidifying a relationship
- ✓ Ongoing sales and leadership support

Your salespeople will gain skills that are proven to build solid, ongoing business relationships with educators. Your customers will build long-term collaborative relationships with salespeople who understand the challenges they face in today's educational organizations. Your organization will increase success in winning new business and building customer loyalty.

The KnowledgeQuest Sales Training Program
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