

MSCI SO CAL INSIDE SALES WORKSHOP AGENDA

PARTICIPANTS WILL LEARN AND PRACTICE:

- ◆ **WAYS TO LEVERAGE THEIR PERSONAL SALES APPROACH TO ADD VALUE AND INCREASE SALES**
- ◆ **SIX STRATEGIC QUESTIONS THAT OPEN THE DOOR TO AN UNDERSTANDING OF CUSTOMER NEEDS—AND DIFFERENTIATED SOLUTION RECOMMENDATIONS**
- ◆ **HOW TO MANAGE CUSTOMER CONCERNS: OBJECTIONS, SERVICE ISSUES AND DEMANDS**
- ◆ **WAYS TO OVERCOME PRICE OBJECTIONS**
- ◆ **WAYS TO STRENGTHEN PARTNERSHIPS WITH OUTSIDE SALES**
- ◆ **BEST TIMES TO EXPAND ACCOUNT OPPORTUNITIES**
- ◆ **HOW TO USE ACCOUNT POTENTIAL TO DIRECT TIME MANAGEMENT**
- ◆ **WHEN TO USE EMAIL—AND WHEN TO PICK UP THE PHONE**

A NETWORKING LUNCH WILL ENABLE INSIDE SALES REPRESENTATIVES TO CONNECT WITH FELLOW PARTICIPANTS.

TAKE-AWAYS INCLUDE:

- ◆ **WORKBOOK**
- ◆ **REFERENCE CARDS**
- ◆ **ACCOUNT PLANNING TOOLS**
- ◆ **ACTION PLAN FOR APPLYING WHAT'S LEARNED ON THE JOB**

"I USED TO THINK THAT 'IF YOU'VE BEEN TO ONE SALES TRAINING, YOU'VE BEEN TO THEM ALL.' BUT THIS WAS TAILORED TO OUR INDUSTRY AND THAT MADE IT SO GREAT."

"I WILL USE WHAT I LEARNED IN THIS PROGRAM ON A DAILY BASIS. MAUREEN WAS EXCELLENT!"