

# Action Learning Corporation

## Introducing You to Your Ideal Customer

**New business where?**

**Know what you're looking for; then try to find it.**

Most sales training only focuses on 3 things: the sales appointment, overcoming objections and closing. The question is, can three points form a triangle without any connecting lines?

**No way.**

We consider the *entire sales process* and work with you to develop a complete and customized model that takes your sales success above and beyond.

**Identify**...your best source of leads and your **Ideal Customer**

**Qualify**...your prospect before investing time and resources in pursuing a relationship

**Electrify**...your first appointment meeting with a knock-their-socks-off outline that we help you build word for word.

Our unique approach cultivates *the sale within the sale*.

- We put together one-of-a-kind training plans based on your specific goals
- Our customized delivery tools ensure enthusiastic participation and understanding
- Our training sessions inspire and revitalize. At the end of the day, each member of your team understands and follows your customized sales process and delivers in a *fresh, original and distinctive way*.

Remember, a lot of companies provide the same product/service that you do. The most important thing your people sell is the invigorating and unforgettable experience of doing business with you.

## The Cost of Customer Wellness

*"Let me give you a clue about the cost of customer health. It pales in comparison to the cost of losing them."*

-Jeffrey Gitomer

A typical company with 6-10 sales people can expect to invest \$2,500 - \$7,500 per month.

*What do you get?*

- Customized training plans that incorporate your terminology
- Marketing materials and sales tools that feature your corporate brand
- A New Account Development process that produces immediate results
- A Customized Sales Approach that takes the best of what you have and improves it
- A Proven Sales system that can be duplicated by all your sales people

We work *side by side* with you until you're getting the results you want from your relationship with Action Learning Corporation.

We know of no other company that makes itself this accountable for your sales success.

## **Contact Us**

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