



Selling Business Solutions



Alphameric Solutions employed ASCL to help them define the training program for their sales team

As markets mature and become more competitive it is important to recognize that the skills of your sales team need to change.

The ultimate aim is to make the business more predictable by standardizing the style and approach of the sales force

Do you feel that your sales team are making the best of the opportunities that your products and markets offer them



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Just summarise your case for me. Why should I buy from you ?

“For a number of years our successful business has been underpinned by working with our customers. With an exciting range of new products we recognised that our sales team needed to develop their skills. They would need to be even more capable of selling across the entire enterprise”

Brian Davies
Sales Manager
Alphameric Solutions

Alphameric Solutions have been providing market leading commercial solutions to the drinks industry for more than 20 years. They have helped over 40 of the established regional breweries and pub companies to grow their business and profits ahead of their competition.

“Over recent years we have worked hard to help our customers develop and support their business” stated Brian Davies, Sales Manager with Alphameric solutions. “During this time we have also re-engineered the solutions to make the most of the Microsoft NT and SQL Server technologies. We recognized that we needed our sales team equipped, with new skills to face this challenge.

Firstly the business needed a more consistent system of qualifying and forecasting sales. This would allow it to continue planning and deploying in-line with the opportunities that our markets offer us.

Secondly we needed our sales people to be able to sell effectively across the whole customer’s enterprise and not merely through the contacts already in place. To promote our new products they would need to sell an entire strategy and its value to the business.

We recognized that meeting these challenges was an opportunity to adopt a standard style and approach to our selling. This would make our sales model process driven and hence consistent. It would also provide a framework for us to support the development of our own sales staff, to take advantage of the new technologies available to them.

We turned to ASCL because of their experience and





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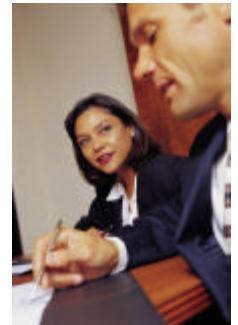
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knowledge of solution selling. There are many recognized methodologies most of which work around a similar selling approach. But ASCL were prepared to listen to what we wanted and then worked with us to tailor their material to reflect our own solutions. Their experience and specialisation in the VAR and reseller community meant that they could do this in a very short timescale and at a cost that was justifiable.

The three day programme acted as a refresher for the team on the following points :-

- Set call objectives and plan a sales call
- Make new customer contacts
- Make effective call openings
- Gather information to determine needs and qualify
- Develop a sales strategy
- Sell benefits and use sales aids
- Resolve objections and recognise negotiation
- Summarise and close Sales Calls professionally



The programme consists of role plays and scripts, modified to reflect our solutions. These gave our sales staff relevant, practical opportunities to develop their questioning and listening skills and will form the cornerstone of our future sales training.

It has had immediate impact within the business. There is a recognition of the importance of planning and qualification and its impact within the sales role. The common structure of the sales process allows members of the team to share their success and failures with each other, helping the business to develop more effectively. In the longer term we expect this consistent approach and language to be reflected in our revenue and profitability”.

“Over the years we have invested considerable sums of money in our products. We recognise that it is just as, if not more, important that we invest in our people as well”.

We would like to take the time to help you experience the same benefits as this satisfied customer.

Simply contact us to discuss your requirements.

You can write, phone e-mail or fax us using the contact details here on the left.