

industry profiles

Just Say "Know"

We've all heard the old saying that "information is power." But if this is true, why isn't the world run by former *Jeopardy* champions? The fact is that information is only powerful if you know how to use it properly. And that's where the experts at First Research come in. It was founded in 1998 by a former commercial banker who realized that the success of his selling efforts correlated directly with the amount of time he put into learning about clients' business efforts. First Research's experts are constantly examining hundreds of sources of information and market analyses before synthesizing all the pertinent info into easily digested Industry Profiles.

Essentially, First Research handles the "heavy lifting" side of the information gathering process, creating additional time for client sales organizations to use this information to hone pitches, prepare for meetings, develop presentations and generate strategic client communications. Other services the Raleigh, NC-based company offers include industry-specific call prep sheets, timely email alerts and state profiles that provide a concise summary of shifting economic and business issues affecting individual regions of the country.

Such powerful tools help First Research's customers rapidly respond to changing opportunities in targeted industries like banking, high tech, telecommunications, business process outsourcing and professional services. To get more power out of the client information that's already out there, visit www.FirstResearch.com.



telephone tips

Your Call is Important to Us

In combat, a Howitzer is undoubtedly a powerful weapon, no matter who's pulling the trigger. By contrast, the telephone may be the most powerful weapon in the sales arsenal, but only in the hands of reps who are sufficiently skilled to use it effectively. And whether your salespeople are making inbound, outbound, prospecting, customer service or tech support sales calls, Aslan Training offers a range of solutions to help your reps engage new prospects, identify needs, improve customer loyalty and even deal with complex selling environments – all over the telephone.

As if that weren't enough, Aslan has also created a set of specific training programs designed to:

Certify managers. Through certification, Aslan ensures that managers can incorporate role-modeling skills, coach reps and implement a continuous education process. The program not only includes

classroom training but also develops managers one-on-one to provide the skills to successfully manage their own team members' efforts.

Measure results. Aslan recognizes that if you fail to measure the results of training, you can't provide the focus, resources, buy in or accountability necessary to sustain a training initiative.

Implement a hiring process. Aslan's hiring methodology identifies the specific candidates with the unique capabilities to sell over the phone while also showing client organizations how to sell themselves to qualified candidates.

And while Aslan's training is always customized to meet each client's unique needs, all the company's training programs are predicated on an "other-centered" philosophy that puts the customer first. For more information on how Aslan can put some more firepower into your team's telephone selling efforts, visit www.aslantraining.com.

training

The Classroom Goes Mobile

When your sales organization expends a great deal of time, effort and – perhaps most important – money to bring a far-flung sales team together for training, you want to be sure all that precious learning translates into applied lessons in the field. Rising to meet this challenge, the Tampa-based skills training, leadership development and sales performance provider AchieveGlobal recently announced the launch of Professional Selling Skills Web Reinforcement Tool (PSS Web RT). A new Internet-based training solution designed to continue providing training and skills reinforcement long after

the fluorescent classroom lights have dimmed, this new tool will give salespeople the power to evaluate, build on and even improve their skills anytime, anywhere.

Intended as a complement to AchieveGlobal's highly successful Professional Selling Skills Core training program, PSS Web RT employs an easy-to-use asynchronous format that allows users to review skills at their own pace, privately assess their competency in a particular skill and practice one or more of the skills as needed. Users describe the program as having an expert trainer along for the ride between sales calls – except this one is guaranteed to never mess with your car radio presets.

For more information visit www.achieveglobal.com.