David Berger's Hybrid Sales Process In Action

Initial Phone Contact

Prospecting & Cold Calling

Objective:

1) Qualify Lead

2) Uncover Need

3) Educate Prospect

4) Present Solution-selling Script:

Hello, I'm [name] with [company]. We've been working with [industry] for the past [number of] years. One of the chief concerns we're hearing from other [job title] is their frustration with [critical issue]. We have been able to help our customers deal with this issue, and I'd like an opportunity to share this solution with you.

a2.com/hybrid-sales.html

Sending Information Fast

Instantly send personalized e-mail and sales material

Highlights:

By using my web-based data entry eForm, a salesperson can effortlessly type a prospect's e-mail address and instatly deliver critical sales information.

Features:

> User Selectable Signatures
> Wireless Access
> Database Driven

Applications:

> Press Releases
> Case Studies
> Testimonials
> Brochures

a2.com/efulfillment.html

Automating Follow up

Send a series of letters via e-mail at pre-selected intervals

Highlights:

My Always-on Marketing (AOM) system allows you to deliver a series of professionally written messages automatically via e-mail.

Are you tired of hearing your customers saying "I didn't know you did that"? Together, we'll ensure that never happens again.

a2.com/email-marketing.html

Printing-on-Demand

Customize every piece of collateral material

Highlights:

Imagine printing high-quality customized sales collateral material, on the fly.

I'll show you how to employ Printing-on-Demand in ways you've never thought possible.

You'll reduce costs while dramatically improving effectiveness.

a2.com/printing-on-demand.html

Sale

To learn more please visit me online or call

(734) 741-8913

a2.com

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