

## **A.G. Nagle Company, Inc.**

### **Give Your Company the Competitive Edge**

**If the adage “nothing happens until a sale is made” is true, then making an investment in training salespeople can be one of the most important investments your company can make.**

**There are many sales training programs available with the emphasis being, “closing the sale.” Yet research demonstrates that the most successful salespeople utilize a consultative approach to helping their customers solve problems.**

**Getting and keeping customers is the most important facet of business today. The cost of continuously replacing customers is enormous. We have found that repeat business is a result of three customer perceptions; trust, adequate problem-solving and adding value. At the A.G. Nagle Company, we train salespeople to demonstrate the values that result from these three important customer perceptions.**

**Your salespeople learn:**

- **A consultative sales process**
- **Buyer styles and how to sell to each individual style**
- **To probe customer problems efficiently and effectively**
- **How to demonstrate listening for understanding**
- **Why people love to buy, and why they hate to be sold**
- **Persuasive negotiation skills**
- **To gain customer commitment for long term results**

**You company will enjoy the following benefits:**

- **Increased revenues with higher profit margins**
- **More business from existing customers**
- **High sales force motivation**
- **Less stress for your sales managers**

**[www.TonyNagle.com](http://www.TonyNagle.com)**