

GS ANDERSON CONSULTING Inc.

OPEN HOUSE

COMPLETE TRAINING PROGRAM

GS Anderson Consulting, Inc.

www.GSAndersonConsulting.com

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GS ANDERSON CONSULTING Inc.

OPEN HOUSE

COMPLETE TRAINING PROGRAM

MISSION STATEMENT:

The objective of this program is to offer the consultant, regardless of whether or not the person is an audiologist or hearing aid specialist, training in the areas of:

- * Operation
- * Office function
- * Marketing
- * Dispensing salesmanship
- * Sales training (fee or commission based)
- * Management
- * Business controls
- * Development of promotional materials

Our efforts will be accomplished through the use of Open House Events. This will allow the owner to make money while his consultants are expertly trained in any area.

All phases of the dispensing clinic are available for improvement through our specialized training.

In addition to specific sales training during the open house, dispensing salesmanship, and how to reduce return rates will be offered.

Any specific training phases listed above can be added as needed or requested.

Competitive analysis to determine the strengths and weaknesses of other dealers in the area will be heavily addressed.

The entire marketing program and sales approach will be based upon this analysis.

This type of analytical training will be afforded to both the trainee, and seasoned practitioner.

Advertising will be developed based upon several factors. The first rule of advertising will be under the demographics study and also with "what the market will bear" approach.

The second approach will be marketing to the target market, and how to reach them. News ads etc, will coincide with the entire marketing program and the sales approach will follow through with the entire "theme" of that program.

The marketing effort will revolve around the "sales" approach and what each person will do to increase revenues in your office.

Everyone is a salesperson and everyone is involved in every sale. The "nothing happens until a sale is made" concept, will be pervasive throughout the entire office, on a consistent basis.

This training will be done **WITHOUT** using any pressure and without any of the "car salesmen's appearances.

We will use the competitors' advertising to his disadvantage. Some of the presentations will be positive only for our positions and abilities.

Example: "We do not pay huge sales commissions to audiologists, or high pressure salespeople, or any type of bait and switch tactics with low price come-on's."

There are many proven and documented news ads that we have in our log to support high sales volumes. We will show you how to write ads that pull, and ads that make money for you and not the newspaper.

Proven practice and results will be the quantifying basis for the program. We have on record sales that exceed in excess an average of \$75,000. per week in our open house events.

Many different approaches will be considered based upon the position of the personnel to be trained.

All approaches will be based upon the experience of the dispenser to be trained. We are able to start from the very beginning or with a highly seasoned consultant that is willing to consider other avenues and techniques.

We have developed over 60 different training areas which are available.

**FOR A COMPLETE LIST OF THE TRAINING
MANUSCRIPTS AVAILABLE
CONTACT US !**

***FOR MORE INFORMATION
JUST CALL:***

***GS ANDERSON CONSULTING INC.
210 - 896 – 3030***

OR

**E-mail us at:
GARYHEAR@AOL.COM**

WE ARE VERY HAPPY TO HELP YOU !