

GS ANDERSON CONSULTING INC.

**SALES TRAINING
PROGRAM**

GS Anderson Consulting, Inc.

www.GSAndersonConsulting.com

CONFIDENTIAL MATERIALS

© 2008 GS Anderson Consulting, Inc. These materials are proprietary and all rights are reserved by GS Anderson Consulting, Inc., hereinafter called *The Company*. No part of these materials may be reproduced without written permission of The Company. Clients may make one printed copy of the entire document for their personal use per copy they purchase. Independent Subcontractors using these materials are granted a license to make copies for their use in the performance of their duties to sell and solicit clients of The Company. The Company claims its copyright on all documents created by its officers, directors, shareholders, employees or agents on its behalf and provided herein to Independent Subcontractors by The Company.

GS ANDERSON CONSULTING INC.

SALES TRAINING **PROGRAM**

Objective:

Train consultants to become more productive within their companies, or out on their own. Sales training will allow the owner to make more money *WITHOUT* incurring high expenses on Open House promos and closers.

Sales, marketing, operations, dispensing, and office procedures, along with layout and design will also be available depending upon the time afforded. All forms of newspaper advertising and promotion will coincide with our overall general sales and marketing program.

Competitive analysis will support the direction of the promotions and also the sales efforts.

OPEN HOUSES: We require a 50% deposit to cover your printing and postage (if our material is used and we arrange for the printing etc), plus an additional \$1,000.00 advance against the cost of sales training and consultant expenses.

EXAMPLES OF EXPENSES:

- * -Cost of postage
- * -Advertising materials
- * -Consultant commissions after reduction for Open House sales training.
- * -Our travel expenses and lodging, etc. are covered as a minimum.
- * -The balance is usually set up as a draw against commissions earned, from the open house.
- * -Manuscript/sales material training cost

EXTRA TRAINING DAYS NOT INCLUDED IN OPEN HOUSE EVENTS:

Many clients have requested additional days for training that are *in addition* to the cost of the open house training event. This cost is negotiable, depending upon the size and structure of the operation.

HOWEVER, we will only train ONE consultant per session/day.

The cost of the training session is \$1,500.00/per day. (THE RETAIL PROFIT ON ONE hearing

GS ANDERSON marketing and sales program is very productive. The demand is high not only through word of mouth but also from our hearing trade journals throughout the USA.

The marketing is aggressive in nature and designed to fill your office with prospects. Our intention is cost effective sales training with "live" prospects generated with out advertising materials.

**After we train you, why pay
open house closers ?**

Learn from one of the top closers in the country and never pay for an Open House promotion again. This is sales training that you will use and retain for the rest of your career.

After all is said and done, your costs to be fully trained may be only the retail price of one binaural sale, (that is to say, your cost of the instruments!).

**Give the man a fish and he is fed. TEACH him to fish
and his life will change.**

LEARN to market, negotiate, and sell in the hearing aid industry from someone that sells in excess of 1.5 Million per year while working only two weeks per month !

**CONTACT:
GS ANDERSON CONSULTING Inc.
FOR HELP**

E-MAIL us:

GARYHEAR@AOL.COM

OR

JUST CALL: 210 - 896 - 3030

**WE ARE
GOING TO HELP YOU !**