



FREQUENTLY ASKED QUESTIONS

1

Q: What are the main benefits of the on-line training for the company?

A: There are several benefits:

- There are no travel and per diem costs
- The retention of the skills and adoption of the skills are equivalent to in-person training
- Remote learning allows teams to remain engaged while sharpening their Sales Skills
- Asher's Sales Training applies to all industries and all customer-facing team members
- Applies to B2B, B2G, and B2C Sales teams

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Q: What is the ROI of the Sales Training?

A: Averaged over 23 years of training 83,000 salespeople, the ROI has seen:

- Increased New Sales 18%
- Decrease of 42% in Sales Cycle Times
- Increase of revenue with Current Clients by 22%

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Q: What are the benefits of the on-line training for individuals?

A: There are several benefits for the individual participants.

- The content is presented one skill at a time, allowing each person to work at their own pace
- They learn the skill and can apply it right away
- Periodic reminders are sent to help people stay on track
- Access to Asher trainer between live webinars
- All students will receive an electronic version of John Asher's book "Close Deals Faster"



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Q: Is on-line training as effective as in-person training?

A: The average training evaluation scores given by students for in-person and on-line training are very close. In-person training scores a bit higher, 9.4 to 9.1.

- If the material is fresh and up to date, all salespeople benefit equally. The Asher Sales training modules are based on the latest neuroscience studies
- All Asher trainers are experienced former executives, sales managers and salespeople with over 20 years of sales training experience
- Each Module ends with a quiz to assess skill comprehension

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Q: Will participants take the sales aptitude assessment as a part of the on-line training?

A: Yes.

- It is included in the training investment. When purchased separately, the cost is \$150.00 each
- The APQ assessment must be completed prior to the first webinar

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Q: Do the on-line modules work on all standard mobile devices (laptops, iPads and mobile phones)?

A: Yes.

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Q: Is there a demo available of how the on-line platform works?

A: Yes.

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Q: Once students have completed the on-line training, can they attend the in-person training at a later date?

A: Yes, Asher Online Graduates may attend a future in-person training for 50% off session fee.

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Q: Which type of training do most students prefer?

A: The preference is about 50/50. Some students prefer the social interaction of the in-person training. Others like to set their own pace and complete the on-line modules at their preferred pace.

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Q: How will managers know if students actually completed the modules?

A: A certificate of completion will be emailed to participants and their managers.