



*Helping people sell more
and communicate better*

- ***Sales Management***
- ***Sales Training & Coaching***
- ***Marketing Communication***
- ***Business Communication***
- ***Business Development***
- ***Client Retention***

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Sales Training & Coaching

- Customized Solutions
- Group Training Plans
- Individual Programs
- Flexible Options

Improving Skills at All Levels

If you'd like to improve your sales performance, learn more about the ins-and-outs of the selling process, or increase your sales team's level of achievement and success, Paul Charles & Associates can help.

We have developed training and coaching programs for people at all levels – programs designed to help you build on personal strengths to improve your selling and business communication skills, and to apply those skills to building and maintaining strong client relationships as well as to new business development initiatives.

Individual coaching programs and group training options are available in a variety of flexible formats, all of which are structured to increase the effectiveness of your sales and communication effort.

Field-based Support Options

An assessment of your organization's current sales process and a review of field sales practices is often a prudent first step. Once needs and opportunities for improvement are identified, a coaching or training plan can be tailored to your specific situation.



Sales Training

Customized to best-fit your needs, our sales training programs are available in a variety of formats:

- Onsite Meetings
- Workshops
- On-line

Your sales staff will enjoy our positive, interactive approach to education and coaching, which is rooted in the concept of building upon strengths.

Every aspect of the selling process can be continually improved, and we have developed programs for sales people of all experience levels. Training and coaching options for executives, business owners, and non-sales professionals are also available, focusing on all phases of the selling process:

- Prospecting & Business Development
- Building & Maintaining Client Relationships
- Probing & Strategic Communication Skills
- Trial Closing & Closing
- Follow-up Techniques

Blended Training!

Save time and money with our blended on-site and on-line programs. Blended learning is becoming a popular trend within leading organizations looking to:

- *Minimize the impact on daily schedules*
- *Maximize the use of training dollars*
- *Reduce travel and lodging costs*
- *Reach more people in less time*
- *Leverage internal knowledge*
 - *Identify & share best practices*
 - *Promote a team environment*
 - *Develop a sales culture*

All on-line sessions are interactive and instructor-led!

Sales Management

- Consultation & Support
- Training & Coaching
- Strategic Planning
- Teambuilding

Comprehensive Solutions

Our associates are well equipped to assist in all phases of sales management, including process and managerial strategies, recruiting, staff training, incentive plans and territory management.

If your organization is feeling the need for a sales manager but does not yet have the full-time demand to attract experienced candidates, Paul Charles & Associates can become your part time sales management team, assisting with every aspect of sales management from hiring to motivating your staff.

In contrast, if your current sales management team is challenged, or if you're seeking fresh ideas on how to hire, motivate, and inspire your sales staff, you can get the results you're looking for with our sales management training and coaching solutions.

Sales Management Coaching

Not everyone can be a sales mentor – new perspectives and unbiased encouragement from an experienced senior sales executive can make a big difference in the work-life of a budding sales manager.

The combination of on-site and remote coaching sessions will enable us to stay in regular contact with your sales management team while keeping abreast of ongoing sales activities and opportunities.

This blended approach not only saves time, but also stretches your budget and keeps members of your management team productively working on the right things.

You can select from project-based solutions or more in-depth retainer programs, each customized to best-fit your circumstances.

Management & Motivation

The most effective sales managers are strong leaders, motivators and organizers. Whether training a newcomer or promoting a proven member of your sales team, let us help you develop a comprehensive and consistent sales management effort.

Our *Management & Motivation* workshop covers the gamut when it comes to sales management. A wide range of management challenges are identified and addressed, such as setting standards and policies, dealing with conflict, human relations, compensation strategies, and developing a sales management system that will result in staff development as well as growth and goal achievement:

- Leadership
- Strategic communication
- Meeting and forecasting session guides
- Tactical field support & assessment techniques
- Dealing with conflict, enforcing policies and procedures
- Effective performance reviews and ongoing improvement



Sell More, Communicate Better

Distinctive & Client-focused Services

Taking an extremely client-focused approach to consulting, training and coaching, Paul Charles & Associates provides a wide-range of services covering all aspects of sales, sales management, marketing communication, business communication, new business development and client retention.

This strategic combination enables clients of all sizes to leverage a single business relationship in different ways, resulting in integrated solutions and economies-of-scale.

Marketing Communication

A full suite of design services is available through our network of professional associates. In addition, our diverse copywriting services have included promotional work ranging from sales letters and post-card mailers to annual reports, Web sites and book projects.



Whatever your marketing-related needs, Paul Charles & Associates can help with planning, integration with your sales process, and also with promotional business correspondence and all forms of collateral:

- Brochures
- Web sites
- Press releases
- Special projects

Member:



Business Communication

Effective performance, whether running a business, a department or a sales territory, frequently depends on precise communication and professional interaction with co-workers, customers and prospects.

The cost of miscommunication can be steep. We can help improve your organization's internal and external business communication in all areas, including meetings, presentations, telephone and on-line conferences, tactful conflict resolution and more.

Business Development & Client Retention

Tailored strategies for growing your business, attracting and retaining clients, and maintaining a professional, diligent and results-oriented business development effort are the basic components of these consulting, training or coaching programs.

Ideal for small business owners, new businesses, or executives at all levels within established organizations and forward-thinking professional associations.