

Common Sense Solutions

Teresa Allen



Common Sense Selling **The Art of Asking Questions:** **Your Key to Relationship Selling**

Does your sales staff simply take orders or do they delve deep into the client business and psyche? Asking the right questions, a salesperson will not only be able to take the order, but will be able to develop the account and cross sell additional products and services.

A star salesperson for over 10 years prior to launching her consulting business, Teresa Allen developed a recipe for success in sales that she says is common sense and fairly simple, yet very uncommon in the sales world.

“Too many salespeople deliver a pitch when they should be having a conversation. Only through asking the right questions and listening to the answers, can you discover ‘the one thing’ that will motivate your customer to buy your product or service.”

Some of the topics which can be covered in this highly interactive program include:

- Noting Visual Keys to Personal Interests
- Asking Questions That Direct Conversation to Your Purpose
- Listening for ‘The One Thing’
- Speaking the Customer’s Language
- Leading the Conversation to an Action Request

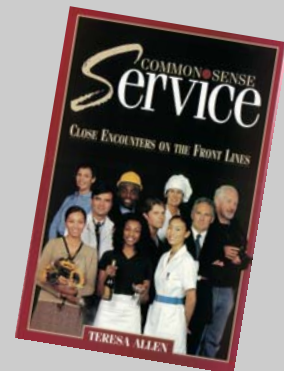
Other programs great for your sales force:

Common Sense Service: Close Encounters on the Front Lines

(based on Teresa’s best selling book by the same title)

Common Sense Communication: Who am I, Who are YOU?

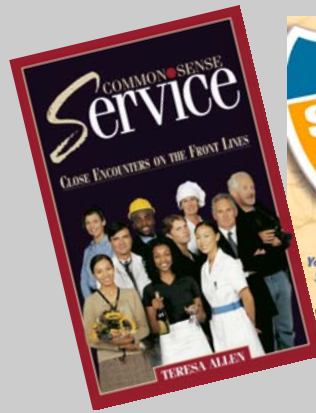
Find out your communication style and how it impacts communication with co-workers, customers, and prospects!



For further information on this and other programs for your event,
please contact the person who gave you this flyer.

About Your Presenter

TERESA ALLEN



Teresa Allen is owner Success Strategies, parent company of **Common Sense Solutions**, a national customer service and sales training and consulting firm. Teresa formed her company after a ten year successful sales career with several national companies. During this time she was **recognized as a top salesperson responsible for a 400% increase in direct sales** and was responsible for creating innovative customer relationship building strategies. Through Common Sense Solutions, Teresa has presented her self developed programs on sales, customer service, and communication to thousands of business professionals across the country for over 15 years.

Teresa is a member of the **National Speakers Association** and is a two time recipient of the **American Society for Training and Development Professional Trainer of the Year Award**. She is the author of *Common Sense Service: Close Encounters on the Front Lines* and is co-author of *The Service Path: Your Roadmap for Building Strong Customer Loyalty*. She has authored articles appearing in national and regional publications and has served as the guest host of local television programming. Teresa has also appeared in several major motion pictures.

Just a few of our satisfied clients:

Alltel
American Airlines
American Bankers Assn
American Honda
American Society of Training and Development
Associated Grocers
Bell South
Chevron/Texaco
Cingular Wireless
Credit Union National Assn
Executive Women International
Hollywood Casino
LifeShare Blood Centers
Miami University
Nydic Open MRI America
Regions Bank
Sales & Marketing Executives
Sales & Marketing Magic
Society of Corporate Meeting Planners
State Farm Insurance
Volunteer Hospitals of America

... and we would love to add your organization here!

Teresa, you have an uncanny ability to motivate people. This motivation combined with the information and insights you provide has helped us reach a new level of customer service and salesmanship!

After hearing you at a conference years ago, I finally talked Senior Management into allowing me to book you. I had been hyping you up for so long, I was curious what the reaction would be. You did not disappoint! I have heard nothing but positive comments. Thanks for a great program that we know will bring results!

The sales strategies you delivered to our Sales Representatives was tremendous. When they implemented some of the new and fresh ideas you brought them, guess what? They made sales! We saw an immediate increase in our production!