Qtek Newsletter
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Expertek

Welcome

Hi
Season's Greetings!
This is the first edition of the Expertek Qtek Newsletter. It's aimed at sales and marketing professionals in IT, Telecommunications and Technology companies.
Best regards

Alistair Fox

Quotations

"*When somebody buys a stock it's because they think it's going to go up and the person who sold it to them thinks it's going to go down. Somebody's wrong*". George Ross

"*A market is never saturated with a good product, but it is very quickly saturated with a bad one*". Henry Ford

Quick links

…to the website

- Sales Enabling

- Channel Development

- Programme Management

- Product Management

Article: What is Sales Enabling and why is it essential for increasing sales?

We often use the term "Sales Enabling". We find the term differentiates us from sales training companies and sometimes we are asked what it means. Sales Enabling is providing the salesforce with the essential information required to sell a specific solution.

Read more about Sales Enabling and the other five factors which influence the sales team's performance in the full article What is Sales Enabling and why is it essential for increasing sales?

New products and services - Solutions Workshop

We recently developed a new workshop for a process technology company. In common with many product-based organisation they were struggling to find a way to position their products and services as solutions in a way that was easily communicated, both across the company and to their customers. During the one-day Solutions Workshop, we work through a series of steps, from defining a generic solution to identifying the existing solutions that the client already delivers and then grouping them so that they can be summarised and communicated. The process can make rapid progress. For more details please download the Solutions Workshop outline.

Article: Why salespeople find it difficult to sell solutions - Ten Reasons

One of the reasons for developing the Solutions Workshop was that we see companies finding it difficult to define and sell solutions.
The article Why salespeople find it difficult to sell solutions discusses why salespeople who have been successful selling products may find it difficult to sell solutions.

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Expertek Consultants Ltd
Warwick United Kingdom
+44 1926 401960