


# ECM SALES TRAINING by ECM Institute

Solution minded, consultative selling



DONT' GET HUNG UP WITH-  
OUT PROPER KNOWLEDGE!  
GET THE SKILLS IT TAKES TO  
MAKE IT TO THE TOP!

## Instructor-Led Classroom Training

Are you tired of selling a 'box'? Industry stats show commodity sales are old-school. The NEW way is to shift focus away from the MFP, and towards a solution sale! Numerous articles bear this out. ECM has helped hundreds of companies make this transition and they are enjoying the new process and reaping it's rewards!

ECM Sales training is the next step for those realizing there is a change in the air! Our instructor, Mr. Byron Aulick, was quoted as saying "Take your eyes off the box, and you will sell more boxes!" This course teaches how to offer a 'value proposition'. One that changes you from being a 'salesperson' and makes you more of a 'trusted advisor'.

In the classroom, our instructor, (Byron Aulick, with 30 years of experience) uses real-life situations, case studies and examples from his own industry experiences. Students learn better when they hear these examples and can relate to them. Role-plays in the classroom are extremely helpful and are always described as our students' favorite part of their training.

**Our proven sales methodolgoy really will shorten your sales cycle.**

## What's in this course?

### LEARN HOW TO SELL ECM SOLUTIONS

- We discuss the problem with handling paper and the pain associated, then identify the solution
- Learn about the \$4.2 billion dollar opportunity for helping companies convert paper files into digital records
- Nail the concept - and, believe in it!
- Understand the elements of the scanning process, and how that is only one piece of the puzzle
- The drivers are important - the how and why of using electronic document management from your client's perspectives
- Get into the nitty gritty of ECM sales; perception, objections, history, methodology, and education
- Pricing of each element from scanning and the steps involved, to hosted or on-premise systems
- Talk the talk - there are 29 different terms that are necessary in a sales engagement
- Listen more, talk less - learn what to listen for
- Learn how to perform professional Needs Assessments



**ECM INSTITUTE**  
a division of eWide Technology Solutions

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