

More Sweat in Training Less Blood in Battle



ATS Training Systems *Newsletter*

Talk from the top

Welcome to ATS News. 2006 has been a very busy and exciting year for us at ATS. We've had a number of new clients join us, as well as the on-going training and assistance we provide to our valued existing clients keeping us busy.

We are also excited to report the growth of the ATS family to include businesses in the healthcare industry such as, Global Orthopaedics, GE Healthcare Technologies and Advanced Medical Optics, as well supply chain companies, CHEP and Australian Air Express, and industrial company, Olex Cables. We have also expanded our involvement with Dexion Australia, providing training to its Australia wide franchise network.

Whilst ATS has been committed to tailoring its program uniquely to each of these companies, many of them still comment about the benefits of the ATS solid sales foundation.

In this edition of ATS News we've included one such comment as made by materials handling giant CHEP. It's a story outlining the benefits of ATS training's fundamentals to a large, multinational organisation.

In future, with continued support from existing and new customers, you can expect ATS to be extending its family even further.

ATS provides global leader CHEP with fundamental sales techniques

CHEP is the global leader in pallet and container pooling services, serving customers in a wide range of industrial and retail supply chains, including consumer goods, fruit and vegetable, beverage, raw materials, petro-chemical and automotive industries.

CHEP manages the daily movements of over 265 million pallets and containers from a global network of over 440 service centres in 42 countries. With more than 300,000 customers worldwide, CHEP serve global giants such as Procter & Gamble, SYSCO, Carrefour, Kellogg's, ESSO, Shell, Woolworths, Kraft, Nestle, Lion Nathan, The Home Depot, Tesco, Unilever, Hewlett Packard, Ford and GM.

A fundamental approach to customer communication


Being a global organisation, Paul McGlone, Vice President Marketing, Sales and Customer Service for CHEP Asia-Pacific, felt that CHEP employees required a sales training course that would focus on teaching the fundamentals of sales techniques, whilst creating a uniform dialogue across the organisation for customer facing communication. "We felt that from a sales perspective we really needed to get our team to focus back on the basics of customer interaction, sales techniques and customer service," says Paul.

He continues, "We looked at number of different providers and concluded the program that ATS runs, which is very focused on fundamentals and can be tailored for the uniqueness of our business, was a good platform to develop a standard dialogue amongst our staff."

Sales training tailored to your business requirements

Paul was also impressed with ATS Training's ability to tailor its program to meet with CHEP's business needs, "ATS were able to tailor its program to meet the kind of issues we face on a day to day basis. It was more of a CHEP training program than just a generic course," says Paul.

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Paul continues, “By investing time upfront for ATS to come in and understand our business they then tailored a program to suit our specific customer situations and the types of sales challenges we experience. The three day program was not only applicable to our sales team, but to others in the organisation who are customer facing such as those in credit management, customer service or asset management.”

A common sales methodology

One of the greatest benefits of ATS Training for CHEP was the establishment of a common sales methodology across the whole organisation. Paul admits, “I am really pleased that on a business level we now have a common language and methodology for dealing with customer interactions. This has been one of the greatest benefits of ATS across our organisation.”

An effective, hands on approach

“One of the best things about ATS’s workshops is that they are really practical and hands on, which makes it interesting for attendees, whilst improving their customer management skills,” remarks Paul.

Paul has also received encouraging feedback from participants, “Almost universally the feedback was very positive. I read all the forms and they were highly complimentary. ATS definitely met our expectations regarding delivery of content and our overall objectives.”

Not just a sales solution

Many CHEP employees have commented how ATS has benefited their everyday customer interaction, “I’ve had responses from many staff around the

business who are not in sales saying that ATS Training has really helped them to deal with difficult issues, customers and objections,” says Paul.

He continues, “ATS are experienced which is evident from the workshops. We had a variance of employees in the workshops, from new employees to senior sales executives and ATS had no difficulty in putting together a course for such a broad spectrum. Usually you get complaints that it needed to be of a higher or lower level, but the consensus about ATS was that that it was pitched right and really hit the spot.”

Paul McGlone, Vice President Marketing, Sales and Customer Service, CHEP Asia-Pacific

Sales Tips

- Studies show that as many as 80% of all sales people who fail within their first year at a new organisation do so because of insufficient prospecting activity.

Also, research shows that 40% of experienced sales people will also experience one or more episodes of call avoidance serious enough to threaten their continuation in sales. This is despite their years of experience, product knowledge or current income level.

Now is a good time to make sure this doesn't happen to you this year. Remember hit the phones.

- When you are thinking about Benefit Selling remember that people don't buy products and services...they buy solutions to their problems!

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