

THE AMBASSADOR OF SELLING CONSULTING SERVICES

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I consult with management on many business activities, each of which can affect an individual's, firm's, and organization's success:

- * Communications as "selling" situations.
- * Business decision-making and how it relates to sales,
- * Non-selling business functions, i.e., management, finance, operations, support, delivery, etc. and the role they play in how others view the information, products and services being offered,
- * Business planning and business plans.
- * Turning incoming ideas, information, products, and services into outputs,
- * Methods for reaching potential and current customers and clients,
- * Any of the topics or themes as set out in my seminars. I am open to working with my clients at their place of business, at a mutually agreeable place, by phone, or via e-mail.

Web Site Critique Service

Critiquing Web Sites from a Selling or Sales Point of View. Some web sites are created by designers and developers who have great graphics and/or technical skills, and some are done by do-it yourselfers. Few, if any have experience in sales or selling. Because of this, many sites are not generating the results they expected due to factors that get in the way of making the sale. This service is designed for:

- * Firms/people with web sites and web site developers who wish an outside opinion of the selling aspects of a site,
- * Web site developers who wish a critique while the site is under construction
- * Web site developers looking to approach a prospective client about a makeover of a site,
- * Web site developers asked to submit a proposal for a web site makeover
- * [More](#)

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Ambassador Of Selling Seminars:

The seminars are geared to specific business topics listed in this brochure. Although the seminars are designed as half-day programs, any topic can be adapted to shorter formats, starting at 20 minutes in length, or extended to full-day or multiple-day formats to meet specific needs. The basic selling seminar, "There Is More To Sales Than Just Selling" and "Everybody Has Something to Sell" cover the following topics:

Information

- Advice
- Attitude
- Clientele
- Complaints
- Concepts
- Criticism
- Directions
- Education
- Expectations
- Experience
- Facts
- Ideas
- Instructions
- Knowledge
- Needs
- Plans
- Policies
- Price/cost
- Procedure
- Promises
- Quality
- Results
- Story
- Suggestions
- Theory
- Training
- Value
- Wants

and/or

Products

- _____
- _____
- _____

and/or

Service(s)

- Knowledge
- Skills

and/or

- Redefining selling
 - The functions of selling
 - Your 4 selling situations
 - Customers' fears
 - Your 4 selling opportunities
 - The profession of selling
 - Make it easy for customers to buy
 - 5 goals for all presentations
 - Redefining customers
 - Understanding the customer
 - Customers' 3 buying situations
 - Why people buy/don't buy
 - The 10 tools of selling
 - Reaching customers - who, and how
 - Concepts of added-value
 - The prime purpose of making a presentation
- "Business Calisthenics" — exercises that help keep business healthy

Any of these topics can be used as a theme for a seminar.

A Sample list of our other seminars

- "An Unconventional Look at the Complex Subject of Selling"
- "Selling Change . . . Pain or Progress, Revolution or Evolution?"
- "Giving GOOD SERVICE When Giving Good Service Is Not Good Enough"
- "Two Sides Of A Trade Show"
- "Selling For People Who Do Not Like To Sell"
- "The Art Of Selling Art"
- "Yes, Technically Trained People Can Learn To Sell"
- "Beginning Business, How To Achieve Your Goals"
- "If I Wanted To Be A Salesman, Why Would I Have Gone To Graduate School?"
- "Selling: Invest In It, Bank On It"
- "I'm An Accountant . . . I Add, Subtract, Multiply & Divide, But I Don't Sell"
- "Selling Yourself . . . The Business Is You!"

*We offer a number of seminars/workshops related to professional and technical fields.
Additional information is available upon request.*

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Trade Show Seminars and Services

I approach my trade show programs from both the exhibitors' and buyers' points of view by teaching each what the other's trade show problems are. Both the buyer and seller must be successful at their jobs if they and the show are to succeed.

- * Seminars prior to a show: "How Exhibitors (or Buyers) Can Get More Out Of A Trade Show"
- * Seminars at a show: "Take-a-break" discussions for both buyers and exhibitors during a show,
- * Consulting with exhibitors on selling and display at a show.
- * Working with or accompanying buyers at a show.

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Association and Organization Programs

Associations and Charitable Non-Profit Organizations are formed to help their members and participants advance in their common interests and to bring worthwhile efforts to the public. The Ambassador Of Selling services and seminars can be tailored to meet these goals through speaking at luncheons and dinners and offering specialized training for staff, members and volunteers on topics related to business, selling and services.

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Writing Articles

Many of the articles on my web site on selling and related topics appear in local, regional, and national magazines, newspapers, and trade journals under the Attitudes For Selling banner. Requests for reprints or for new articles for Association and business newsletters are welcome.

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If you are interested in our consulting services or as a speaker at future meetings, conventions or trade shows, please contact me via [E-mail](#), phone, or letter.



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