

all the power at his fingertips



Founded in 1956 by his grandfather. The manufacturer representatives cover southern California and Clark County, Nevada and have 10 outside salesmen.

TROY EBBERT, Vice President of Sales & Marketing, held all the power at his fingertips. And now he knows it. While pitching a \$25,000 product to representatives for a large company, Ebbert knew it was crucial to make a good impression. He also knew one of the lead individuals to be more than volatile in negotiations.

But this third generational manufacturing rep from California was not thwarted. In fact, he came armed.

"I had my laptop with me, with my Voice2insight software pulled up, ready to utilize at any moment," Ebbert said.

**"Not only did I silence him,
I was able to get a \$27,000 opening order!"**

He already knew how much time and money Voice2insight had immediately saved him in his daily multi-purpose tasks, such as hard selling, maintenance and following through on accounts. But more importantly, Voice2insight maintained the continuity of his sales force at multi-branch locations.

So when the individual attacked his company, as expected stating they had not serviced their 12 branches properly, Ebbert immediately diffused his arguments by simply pulling up the Voice2insight software loaded with their sales call history.

Ebbert quickly explained how his salesmen visited each branch twice a month. He told them exactly who they spoke to, and the nature of the call. He also provided all pertinent information about each sales call in question.

"From that moment on, he pretty much sat there ... I immediately had total control of the rest of the meeting," Ebbert said. "Not only did I silence him, I was able to get a \$27,000 opening order." The gentlemen involved were extremely impressed with the information I had, Ebbert continued.

"It gave me an air of authority, as well as being responsible for what my salesmen were doing for all of their branches," he said.

Ebbert said the encounter more than paid for his eight months of Voice2insight service, though it was the priceless nature of

Voice2insight that initially brought Ebbert onboard.

Now, when manufacturers want to reduce his commission, Ebbert can actually show them verbatim exactly what services the Ebbert Co. is providing and what competition they have overtaken.

"Voice2insight is absolutely, absolutely vital to the growth and future of my business," Ebbert said.

And with the sales industry experiencing commission reductions and increased responsibility from those same manufacturers, it's best to be prepared. **Unguard!**

VOICE2insight™
"STOP TYPING. START SELLING!"

1.800.665.6803 • voice2insight.com