

**AOK STAFFING, LLC**  
Executive Search and Consultation

108 West 39 St.-Suite 605  
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**AOK Staffing** has provided, on a national basis, professional sales training for companies who specialize in selling an array of litigation support services to law firms and corporate legal departments.

If you own or manage a business that, on any month, has the potential to either earn thousands of dollars or lose thousands, how well trained and effective would you want your account managers to be? An ineffective sales presentation with inadequate follow up on the part of an account manager is the best hope your competition has for not losing their current customers to your company.

Over the years, we have trained as many experienced account managers as individuals who had recently been hired.

If you have been thinking about professional training for your account managers but still have questions, give us a call. We would be happy to try and answer your questions...or give you a referral to one or more of our clients. Let us hear from you if you plan to send one or more account managers to an upcoming class.

You will find a Overview, listed below. This is provided to give a detailed perspective on the Strategic Selling in the Litigation Support Industry seminar. Please call [212-575-7278](tel:212-575-7278) for seminar fee schedule, multi-person discounts, and availability.

Please note this seminar is designed exclusively for litigation support companies. However, we also have the capability of tailoring a sales training program for other niche industries when a client prefers to conduct "in-house" sales training.

**MONDAY**

- Seminar Structure & Expectations
- The Legal Marketplace
- Technology Related Litigation Support Services
- Electronic Discovery: An In-depth Review
- The Fundamentals Of Selling

**TUESDAY**

- The Sales Model
- Effective Use of Questions
- Learning to Listen
- Your Attitude Toward Objections and Methods for Handling Them
- Summary of Costly Mistakes

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**WEDNESDAY**

- Follow-up Program
- Your Territory Game Plan
- Advanced Selling Strategies
- Additional Selling Techniques

**THURSDAY**

- Tracking & Landing Big Projects
- Customer Service
- Recovering From a Customer Disappointment
- The Production Cycle for Traditional Litigation Support Services & the Role of an Account Manager

**FRIDAY**

- Production Overview for Technology Related Litigation Support Services
- When to Stay Involved and How
- Techniques & Strategies to get the Best Price
- Pricing Spectrum for Traditional Litigation Copy
- Pricing Spectrum for Technology Related Services
- Delivering the Project: Quality Demonstration Points
- Negotiating Deadlines
- The Importance of Building Production Relationships
- Keys to Success

Our focus has always been on permanent placement and professional sales training. As we have endeavored to position ourselves as a valued partner with our clients by providing these services, we have established working relationships with companies in practically every major city in the U.S