

# 6-ECHO LTD

## Streamlined Technical Sales



*Great products don't happen by accident. Equally, great products don't sell themselves.*

This simple statement is at the heart of 6-Echo's philosophy. If a technically oriented product is to reach its true potential in the market place the sellers MUST:

- be empowered with their knowledge base at their fingertips
- be able to respond to enquiries in a appropriate and detailed manner, rapidly and consistently
- have sufficient supporting technical information to reinforce the key selling message
- they must be able to correctly identify the full through life costs of their product

This clearly needs to be enacted in a manner that is both cost and time efficient for the company and delivered in a compelling manner that leads to increased sales.

### 6-Echo streamlined technical sales approach

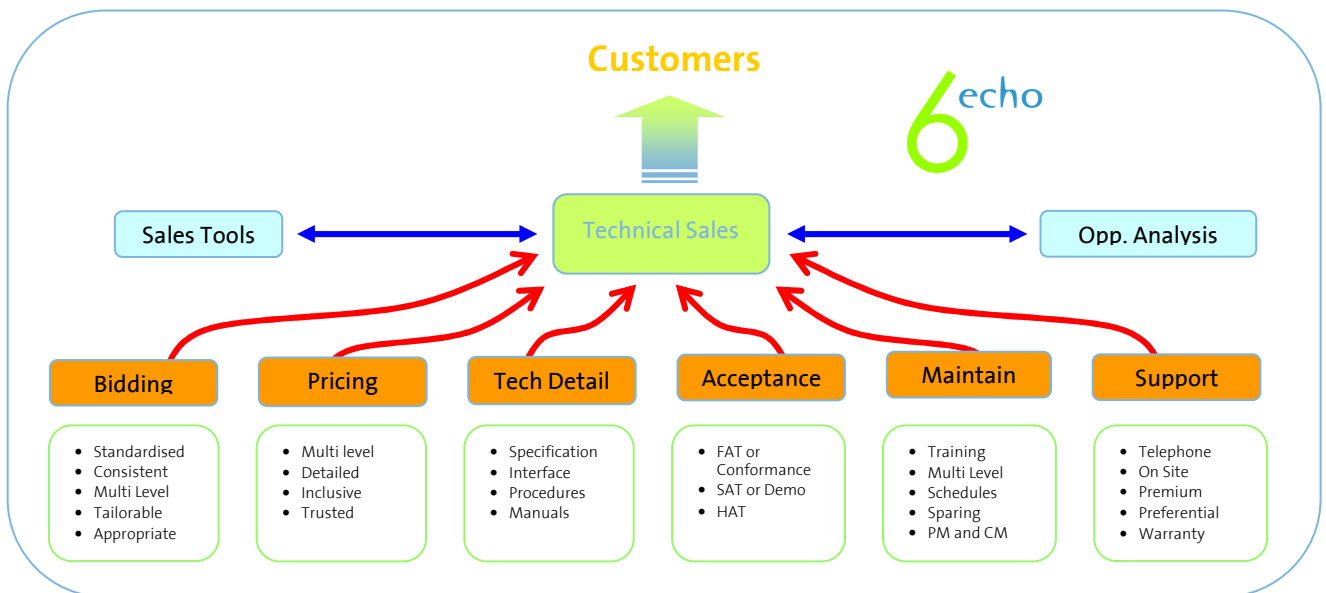
6-Echo have developed a dedicated, efficient technical selling approach, designed to support the sale of technical, high value capital assets / installations.

This approach has been developed and optimised through years of experience and offers more than just an increase in sales:

- Strengthened, trusting and deeper relationships with end users and system integrators
- Improved focus on key selling points for individual opportunities
- Consistent and Professional approach
- More detailed, more rapid and more authoritative response at lower cost
- Greater interplay and trust between sales and engineering

A 6-Echo technical sales package is tailored to the product in question and is designed to answer all of the unknown questions about product sales

- Testing?
- Maintenance?
- Support?
- Performance?
- Sparing?
- Costs?



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