



# New Ground Breaking Sales and Marketing Program offered to the Trucking Industry by Andy Ahern of Ahern and Associates Announced

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Sales and Marketing is often times an “after-thought” for small to medium sized trucking/logistics companies; Ahern’s goal is to share their detailed knowledge of proven sales and marketing techniques to trucking company owners who enroll in this new program.

/EINPresswire.com/ Phoenix, AZ, February 22, 2013— Andy Ahern, CEO of Ahern and Associates, the nation’s foremost expert on transportation acquisitions, successor planning, operational restructuring and sales and marketing programs, introduces a revolutionary new training program whose sole focus is on sales and marketing. News of this program comes on the heels of Ahern’s recent announcement of their pre-sale audit program which helps properly prepare sellers for the task of selling their transportation company.

Ahern’s newest program is predicated on the strong interest and feedback from the more than 400,000 subscribers to “The Ahern Advisory” newsletter, which provides helpful tips on sales and marketing as well as economic and transportation industry predictions.

As with many industries, sales and marketing programs often times hit a “rut” and become stale. Ahern has noted that many times, sales people get accustomed to a particular sales pattern and they play the “numbers game” and essentially are only selling in only one pattern. That sales person will only be able to sell to those people who buy the ways that he or she sells. All other customers, who might need trucking company services, but are uncomfortable with the sales approach will not buy from that individual company.

“I’ve always found that relationships come first and tasks come second,” commented Ahern. “Successful sales people recognize that the buyer has the answers, the seller has the questions. Service is the goal, discovery is the outcome: a sale may be the solution.”

Ahern believes that psychologically, if salespeople are not conditioned properly, they will not achieve maximum results because they believe their position in the market place is simply price driven. Typically in the transportation industry, the classic objection to failure is money; but that is merely a case of a prospect saying, no, in the most expedient manner.

According to Andy Ahern, "Money is rarely the reason people do not purchase specific services. If pricing is the sole objective that your sales force complains about, for not obtaining customer market share, then that means they are failing."

For more information, or to enroll your company sales staff in this unique opportunity, please call 602-242-1030.

About Ahern & Associates, Ltd.:

Ahern and Associates is North America's leading trucking and transportation management consulting firm. The skilled consultants at Ahern and Associates specialize in mergers and acquisitions of trucking and logistics companies as well as the restructuring and evaluation of existing carriers that seek to increase operating efficiency and improve profitability. Since 1987, Ahern and Associates has aided hundreds of buyers in the acquisition of trucking and logistics companies throughout the U.S. and Canada as well as assisting many transportation and logistics companies in reducing their overall operating costs and increasing their profitability. For more information, please call 602-242-1030 or visit <http://www.Ahern-Ltd.com>

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