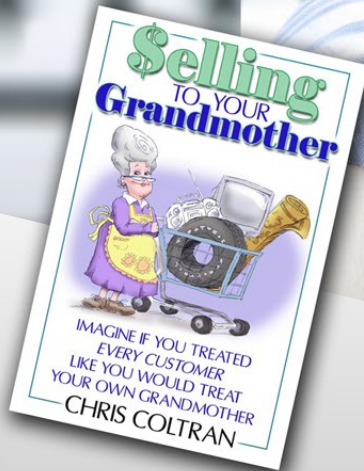
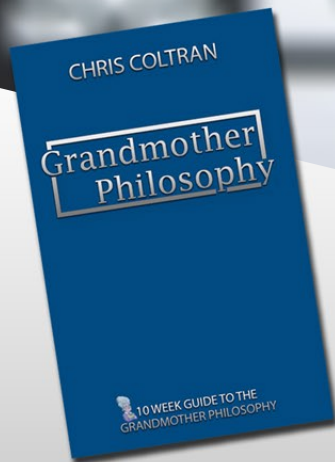


The Grandmother Philosophy™



*Imagine if
you treated every
customer like you
would treat
your own
Grandmother?*

The concept of treating a customer like you would treat your grandmother became the *Grandmother Philosophy* when Chris Coltran was on a sales call as a sales rep. One of his largest customers in Billings, Montana was the #3 franchise in the country, ahead of major cities like New York, Miami, Dallas, Los Angeles, and Chicago. When his customer said, “they treat every customer like their Grandma,” Chris immediately said, “What a great idea for a book!” This was the day the Grandmother Philosophy was conceived.

CONTACT US FOR MORE INFORMATION

Call: 770.324.2571

www.GrandmotherPhilosophy.com

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The Grandmother Philosophy™

- G**reet every customer immediately
- R**ead body language
- A**ttitude is Everything
- N**ever Prejudge
- D**o unto others as they want done unto
- M**ake an Impression that will last a lifetime
- O**wn your Products
- T**hink like a Salesperson
- H**onesty, Honesty, Honesty
- E**veryone is a potential customer
- R**emember to treat every customer like you would treat your own Grandmother.

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The Grandmother Philosophy™ Training

Customer Service

- How to use the Grandmother Philosophy with every customer.
- First Impressions are made by yourself and your customers; make them positive ones.
- Know why your customers are giving you the opportunity to business with you.

Building Relationships

- Speaking the same language as your customer for better communication and understanding.
- Listening with the same intensity as wanting to speak; knowing how to frame your conversations.
- How each presentation should be different; so only present what's important to their wants and needs.



Keeping It Simple

- How to make sure when you are focused on the benefits of your product to each specific customer.
- New techniques to be sure you are communicating with your customer what is important to their needs.
- Qualifying your customer with a simple approach that allows them to be open and share their reasons for making their purchase.



Overcoming Objections

- Learn why closing is the most difficult part of sales, and why asking for the order can be challenging.
- A new way to look at objections; so you understand what your customer is really saying when they object.
- Lose the fear of closing a sale by knowing how to overcome any objection your customer can give you about your product or service.



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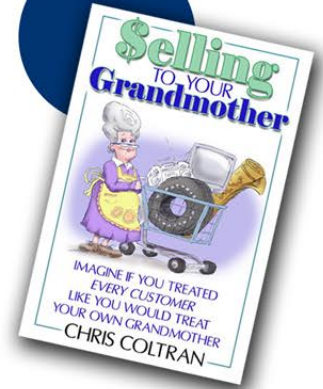
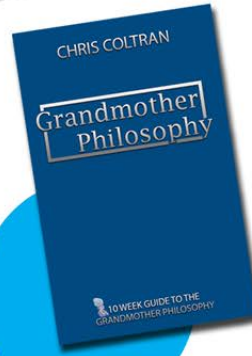
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The Grandmother Philosophy™ Training



This seminar will empower yourself, your staff and your company to maximize the return on investment you make with every potential client looking to purchase your product.

- Out service your competitors.
- Make your customers want to do business with you.
- Achieve company and corporate sales goals.
- Overcome any objection your client gives.
- Start every conversation out on the right foot.
- Master the skill of good listening.
- Treat customers like they want to be treated.

- The difference between qualifying and prejudging.
- Deal with negativity in the workplace.
- Quickly build rapport with every client.
- Asking for the order and closing the sale.
- Mastering how to role play.
- And so much more.

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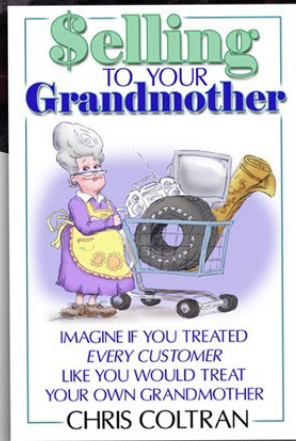
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The Grandmother Philosophy™ Keynote



Chris Coltran will wow your audience with the story of how an ordinary sales call spawned the idea of his book, *Selling to your Grandmother*, and later the *Grandmother Philosophy*. Chris will have a lasting impression on attendees, empowering them with a new perspective on how to engage, treat and keep their customers. His story telling will have everyones attention from start to finish and the audience will leave with information that will enhance and improve the way they approach customer service and sales.

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Experience and Biography

Chris Coltran



- Founder and President of C2 Coaching & Training.
- 25+ year's experience in wholesale, retail, manufacturing and distribution of the sales industry.
- Attended the University of Montana for Business with an emphasis in Marketing
- Author of two sales books, Speaker, Trainer, Coach & Consultant.
- Contributing writer for national professional selling publications
- 10 years spent as a sales representative for manufacturing companies: Mohawk, Kraus, Shaw.
- Featured Speaker for The Home Depot, the National Home Furnishing Association and Western Home Furnishing Assoc. in Highpoint, NC and Las Vegas, NV.
- Served as VP of Sales for ACT, a large consulting and training firm located near Atlanta, Georgia where he developed and coordinated a team of trainers within the flooring industry.
- Conducted hundreds of training seminars for thousands of sales people and management throughout the US and Canada for Mohawk Industries, the largest floorcovering manufacturer in the world.
- Chris successfully assembled and managed a team of thousands of direct sales people in the medical device industry in US and abroad with \$8 million in sales. He is a member of the six figure club in the direct selling industry.
- Founder of and VP of Sales and Marketing for My Kangen Tools, a multi-million dollar B2B marketing company producing and selling multi-media and printed products to customers in 26 countries.
- Recipient of three international awards (Telly, Communicator, AVA) for a video project he co-produced and co-directed, selling over 500,000 copies worldwide.
- Conducts consulting and business reviews of flooring retailers, restaurants, S medical; a medical device company, auto dealerships, and business development for startups including Bare Belly Organics; an organic skincare company.
- He has developed, implemented and facilitated custom training courses for The Home Depot, Mohawk Industries, Allman Consulting, Flooring Atlanta, BMC Flooring, Enagic Corporation, National Home Furnishing Association, Las Vegas World Market Center, Century Tile of Chicago, Game Ready, S Medical, ACS, GS Floors, USIG, Breakthrough Events, Premiere Partners, Creative Warehouse, Romanoff, Crew 2, Superior, and MKT.
- Chris is married with 2 children, and takes an active role in his community as well as volunteering his time to local

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