



EFFECTIVE SELLING STRATEGIES

Improve sales training with skills and attitude

Get results from every sales person regardless of experience level.
Combine the fundamentals of selling with some of the most advanced sales techniques.
Offer innovative, thought-stimulating ideas which can be put into action immediately.
Reinforce ideas through action steps in each lesson.
Provide measurable results through behavior change.

Participants: Sales Leader, Key Individual Contributors
Standard Curriculum: Kick-off plus 6 - 1.5 to 2 Hour Sessions
Custom Curriculum: Add Goal Setting & Communications or Other
Schedule: Open Enrollment Showcase & Custom

Each Session:

Provides action-oriented exercises to produce results.
Offers innovative ideas which can be put into action immediately.
Provides measurable results through behavior change.
Provides tracking methods to move you toward your sales goals.

One: Defining Your Target Market

The Power of Target Marketing
Choosing Your Target Market
Determining the Needs of Your Target Market
Approaching Your Target Market Through Relationships
Prospecting Attitudes and Activities
Profile of a Class "A" Prospect
Methods of Prospecting
Obstacles to Professional Referral Prospecting
The Referral Prospecting Process
How Value Added Service Fits In

Two: Approaches that Sell

What Is the Approach?
Pre-Approach Communication
The Telephone Approach
Systematic Telephone Approach
Other Approaches

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Three: The Sales Interview

What is a Sales Interview?
Why Have a Planned Interview Process?
Learning the Interview Process
The Nine-Step Interview Process
Preparation for the Interview
Focusing on the Prospect's Self-Interest
Ensuring Favorable Conditions
Adding Interest to the Interview

Four: Discovering Prime Buying Motives

What Prospects Want and Why
Know Yourself
Know Your Prospects
The Power of Probing
Asking Probing Questions
Listening Pays Off

Five: How to Close Sales

Closing Principles
Recognizing Buying Signals
Selecting the Right Closing
Steps to Mastering Closing Techniques
Don't Buy Back Your Sale!
Don't Leave Business on the Table!
Asking for Referrals
Becoming a Closing Expert

Six: Overcoming Stalls and Objections

Handling Stalls
Objections as Buying Signals
Handling Objections
Countering Objections
Handling the Price Objection
Disagree Without Being Disagreeable.

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