

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
- Learn tracking methods to move you toward your sales goals
- Provide measurable results through behavior change

ONE: Sell Your Way to Success

The Nature of Professional Selling
Benefits of Professional Selling as a Career
Characteristics of Successful Salespeople

FIVE: Presentations That Sell

What is a Sales Presentation?
Why Have a Planned Presentation?
Learning Your Presentation
Focus on the Prospect's Self-Interest
Prepare for the Presentation
Building Rapport
Adding Interest to the Presentation

TWO: Success Through Prospecting

The Basis of Successful Selling
Prospecting Attitudes
Profile of a Class "A" Prospect
Methods of Prospecting

SIX: Discovering Prime Buying Motives

What Prospects Want and Why
Know Yourself
Know Your Prospects
Probing
Listening Pays Off

THREE: The Approach

Purpose of the Approach
Methods of Approach

SEVEN: Closing Sales

Acquiring the Ability to Close Sales
Choosing the Best Closing Technique
Steps to Mastering Closing Techniques
Recognizing Buying Signals
Don't Buy Back Your Sale!
Becoming a Closing Expert

FOUR: Effective Work Habits

The Value of Good Work Habits
Personal Responsibility
The Motivation of Personal Goals
The Power of Priorities
Forming Good Habits
Reinforcement Through Affirmation

EIGHT: Overcoming Stalls and Objections

Objections Are Buying Signals
Disagree Without Being Disagreeable
A Strategic Plan for Handling Objections
Techniques for Handling Objections
Handling the Price Objection
Handling Stalls
The Professional Challenge