

Professional Selling—Savvy Sales Strategies

The world of sales grows more complex all the time. To stay ahead of your competition you have to know the smartest ways to handle common challenges. We've designed this presentation around some of the most common concerns we've heard by salespeople around the country.

How should you begin your sales call for best effectiveness? How can you be friendly yet get down to business? What is the best way to uncover the concerns of your prospect? How can you then turn these uncovered areas into an account? What are ways to close for commitment? What are ideas that will work for small, rural areas that don't have large prospect sources? We'll discuss these in this upbeat, interactive workshop.

Key Benefits of Attending:

You'll assess your own sales skills

Ascertain what are your strengths and weaknesses in sales. Then you can use your assets fully, and focus on improving other areas.

You'll be able to conduct a successful sales call

Successful salespeople know how to ask probing questions and focus the conversation on the client's needs. Then they know how to link those needs to their product/service.

You'll understand how your body language and tone of voice sets the stage for receptivity.

Clients decide if they're going to listen to your suggestions based upon many things. One of these is your body language and tone of voice. Learn how to communicate positively.

You'll know how to listen for sales opportunities.

Clients often mention their needs in passing. You can become aware of these cues, and take initiative to respond to them.

You'll practice your new skills in a safe environment.

People learn new skills by doing them. In our nonthreatening environment you'll have a chance to practice these skills before approaching a client. This way you have a chance to make modifications and feel more confident in an on-the-job situation.

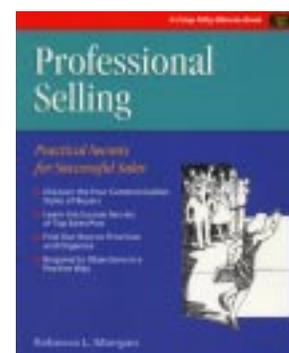
A Proven Agenda (2-3 full-days)

Introduction

Sales success: Do you have what it takes?
Professional salesperson's quiz

Getting Started

Finding prospects
Acquiring referrals
Using the telephone to qualify and get appointments
Overcoming telephone cold call reluctance
Defrosting telephone cold calls
Writing your own telephone outline
Telephone cold calling checklist



Morgan Seminar Group

1440 Newport Ave. ▲ San José, CA 95125-3329 ▲ 408/998-7977 ▲ Fax: 408/998-1742
Rebecca@RebeccaMorgan.com ▲ www.RebeccaMorgan.com

Face-to-Face Selling: Understanding The Process

- Presentation strategies
- Starting the interview
- Asking questions
- Facts/features, transitions and benefits

Closing For Commitment

- Testing for buying interest
- Sample closes
- Reducing resistance and countering concerns
- The importance of nonverbal communication
- Reviewing your efforts

Face-to-Face Selling: Understanding Your Customer

- Selling to different communication styles
- Understand your style
- Communication styles practice
- Case situations

Listening for Greater Understanding

- Understand different ways of listening
- Determine your preferred listening approach, and it's value and limitations
- Know how to identify your customer's listening approach, and adapt to give them information in their preferred style
- Practice listening differently

Organize For Greater Sales

- Prioritizing your clients/prospects
- Conquering the paperwork mountain
- Automating your sales processes
- Follow-up strategies and processes made easy: A tickler/suspense file
- Salvaging scrap time

Course Objectives:

Participants will:

- Learn how to “defrost” telephone cold calls, qualify prospects and set appointments.
- Learn how to conduct a successful sales call.
- Know how to ask probing questions.
- Respond to concerns and objections.
- Be able to close for a commitment.
- Understand how to adapt their communication to their customer.
- Listen better to their customers' needs.
- Understand how to easily track follow up actions.
- Know how to maximize use of “scrap time”—waiting, travel, and other non-productive time.
- Understand how to prioritize a prospect in order to plan contact with him/her.
- Learn tips to automate sales tasks.

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Needed Materials

- *Professional Selling* book
- *Personal Profile System* (assessment), \$14
- *Personal Listening Profile*, \$14
- 2 *Sales Action Planners*, \$10

Recommended Reinforcement Materials

- "Defrosting Telephone Cold Calls" tape
- Classical Styles Audio Album, \$130
- Laminated "people reading" card, \$4.50
- Additional Action Planners, \$5
- *Closing: A Process Not a Problem* book, \$10.95
- *Consultative Sales Power* book, \$10.95
- *Prospecting: The Key to Sales Success* book, \$10.95
- *The Business of Listening* book, \$10.95