

Speaking Programs

The Complete Selling Success Program: Creating Rapport, Developing the Need, and Making the Sale!

Certification: Sales Presenter

Certification: Sales Prospector

The complete selling success program also includes: Communication Success, the Make a Decision to Win Time Management Program, and Proactive Prospecting. This aggressive sales program has been proven by tracked results providing organizations with a return on investment. The instructor works with the participants to set new appointments & increase revenues. The program is a combination of classroom, field, and one-on-one coach/participant sessions. Participants will be more effective in handling a sales call learning specific steps to master rapport, questioning, presenting solutions, handling objections, and closing.

The Selling Success Program teaches participants how to “position” themselves through “value”, increasing the level of their presentation to overcome any objection. Participants develop more confident habits that demonstrate personal and professional success. Results are guaranteed!

Participants will learn:

- The 3 reasons people do not buy from us and how to tackle them.
- Increase prospecting activity through proactivity, not reactivity, establishing “**new**” appointments, including Alliance development, Referral programs, Cold Calling by telephone and in person, and Vertical Market Development, and Trade Show maximization.
- A simple proven structure of the sales presentation so that you are always on track and in control of the sales call.
- A 5-step formula to maintain a positive attitude and sustain sales momentum regard less of economic challenges.
- The essential element to sales greatness and how resilience, persistence, and attitude will get you there.
- The 3 major elements of rapport and how to create impacting customer relationships through “**impression,**” “**connection,**” and “**company**” value.
- How to maximize the elements of the sales process and how to use each step as a tool to “**close.**”
- How to create success and thrive in our economy through “**extraordinary preparation**” and “**strategy.**”
- The top 10 most powerful words that motivate people to action.
- A technique that teaches you how to sound confident even when you really aren’t.
- The “**Art of Positioning**” - what steps to take to win over a customer and separate yourself from the competition.
- “**Where**” and “**When**” - “**value**” is created in the sales process.

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Participants will learn (continued):

- How to immediately place yourself above the competition.
- The 3 steps to a powerful first impression and how to use them to build relationships.
- The 7 keys that will break down communication barriers and win over customers.
- How to master the questioning process so that you not only uncover needs, but increase the relationship with a customer.
- The most effective way to interact with a potential customer while in the questioning mode.
- The 4 steps to effective listening and remembering names
- How to avoid the rapport-killers.
- How to read customer's body language and what your body language is saying to others. Answer this question: **“Would you like to know when you are getting buy in from a customer?”**
- The 5-steps of the objection process and how to manage them.
- How to use an objection as a **“benefit”** and close, close, close!
- A system for questioning that will enable you to connect with the customer, determine needs, and win over a customer.
- A personalized statement that demonstrates confidence in yourself and your company and establishes credibility.
- The 3 steps that present value of your organization and when is the right time to present them.
- How to master the solutions step in a way that targets key issues, involves your customer, and persuades them to buy from you.
- Customize a sales presentation book with critical components to enhance credibility, build rapport, and encourage a sale.
- Identify and master key industry objections.
- Essential techniques to portray confidence during the objection process.
- The 5 components of handling an objection.