



Selling Smarter

Description: *It's no secret that the sales industry continues to change and evolve rapidly. This is an exciting and dynamic profession, although it is often underrated and misunderstood. The back-slapping, high pressure, joke-telling sales person has disappeared. In his place is a new generation of sales professionals: highly trained and well groomed, with the characteristics of honesty, trustworthiness, and competence. This course will help participants learn how to be one of those smart sales professionals. Specific learning objectives include: Explain and apply concepts of customer focused selling, use goalsetting techniques as a way to focus on what you want to accomplish and develop strategies for getting there, apply success techniques to get the most out of your work, understand productivity techniques to maximize your use of time, and identify ways to find new clients and network effectively.*

Session One: Course Overview.

Session Two: Selling Skills

- Essential Skills
- Consultative Selling
- Customer Focused Selling

Session Three: The Sales Cycle

- The Sales Cycle
- Initiate
- Build
- Manage
- Optimize

Session Four: Framing Success

- The Power of Your Mind
- Professionalism.

Session Five: Setting Goals with SPIRIT!

Session Six: The Path to Efficiency

Session Seven: Customer Service

Session Eight: Selling More

- Enhancing Your Sales
- Our Values

Session Nine: Ten Major Mistakes

- Ten Mistakes
- Ten Solutions

Session Ten: Finding New Clients

- Finding New Clients
- Networking

Session Eleven: Selling Price

- Workshop Wrap-Up