

Selling Smarter

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 one-day workshop will help you learn how to be one of those smart sales professionals!

What Will Students Learn?

- ✓ How to explain and apply concepts of customer focused selling
- ✓ How to use goal-setting techniques as a way to focus on what they want to accomplish and develop strategies for getting there
- ✓ How to apply success techniques to get the most out of work
- ✓ Productivity techniques to maximize their use of time.
- ✓ Ways to find new clients and network effectively

What Topics are Covered?

- ✓ Selling skills
- ✓ The sales cycle
- ✓ Framing success
- ✓ Setting goals with SPIRIT
- ✓ The path to efficiency
- ✓ Customer service
- ✓ Selling more
- ✓ Ten major mistakes
- ✓ Finding new clients
- ✓ Selling price

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion