

Compelling Selling Skills.

betterpresenter.



It took 2 months and 11 phone calls to get to the decision maker and schedule a meeting. It took another month after it was rescheduled. It took another hour to battle traffic, then 15 minutes to find parking and get through security. After months of trying to get in front of the decision maker, the time has come...

Are you confident that the salesperson will make the most of the meeting now that the moment of truth has arrived?

If you're not, Compelling Selling Skills may be just what's needed to bolster that confidence. Finding out what is compelling is what drives the sale. You must identify the customer's critical issues first, not what you want to sell. You'll learn these important sales dialogue skills and master them in just one day at Compelling Selling Skills.

With this fresh approach, the customer actually helps you sell. And it's not just sales professionals who can benefit – it works for technical, financial, and marketing specialists who are increasingly called upon to be part of the sales process.



What You'll Learn & How You'll Learn it.

Using your own sales situations, you will develop new communication skills, specifically how to:

- **Listen** – Improve customer relationships by demonstrating to them that you're really listening
- **Question** – How to follow a roadmap for gathering the "right" information in order to move the sales process along
- **Close** – Link the compelling reasons for using your product or service to the customer's interests and close with specific next steps

Master these customer focused skills in just one day, as you:

- Practice while using your real world situations
- Receive individual coaching by our sales training professionals
- Track your progress with private review of your own DVD
- Continue improving with **free follow-up coaching**

Compelling Selling Skills.

Compelling Selling Skills gives participants a fresh selling approach that enables them to talk less, listen more and close more predictably.

10-Step Program

1. Benchmark – See how you currently look and sound to your customers **V**
2. Dialogue Opener – Learn a new way to get customers to talk about their interests before you present your materials
3. Strategic Planning – Follow a logical roadmap for gathering important customer information
4. Active Listening – Practice a disciplined approach to listening that guarantees mutual understanding and enhances the relationship **V**
5. Compelling vs. Features Selling – Discover what are the compelling reasons that would stimulate the customer's interest in what you have to offer
6. Motivators – Uncover hidden agendas that motivate the customer to be interested in what you have to offer
7. Present – Organize and present material that responds to the needs and motivators uncovered
8. Negotiate Objections – Learn a process that makes objections specific and clear in order to better resolve them
9. Close – Help the customers take the "next steps" toward a close
10. Put it All Together – Practice all of your skills and see the improvement **V**

V *Videotaped and then reviewed privately to maximize learning. Participants receive their Sony DVD video at the conclusion of the program.*

Program Length

One day

Class Size

Six participants maximum to ensure plenty of skill-building practice and coaching by your sales professional instructor

How to Participate

- ▶ Organize a company group
- ▶ Schedule one-on-one private coaching

“Really enjoyed it. No fluff, right to the point, unlike many sales courses.”

- National Accounts Manager

“Great program! Our entire sales team improved as a result of this training.”

- Executive Vice President



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