

Top 10 Sales Secrets

No one is born a sales person. No one has a special gift that makes customers buy products/services. Everyone can however, learn how to sell successfully. By learning to communicate with customers, build lead lists, and sell the company's services with authority, anyone can be a successful sales person.

With our Top 10 Sales Secrets workshop, your participants will discover the specifics of how to develop the traits that will make them successful sales people and how to build positive, long lasting relationships with their customers!



Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Effective Traits

- Assertiveness
- Emotional Intelligence
- Solve Problems
- Close
- Case Study
- Module Two: Review Questions

Module Three: Know Clients

- Research
- Customer Values
- Customer Needs
- Anticipate Needs
- Case Study
- Module Three: Review Questions

Module Four: Product

- Know Your Product
- Believe in the Company/Product
- Be Enthusiastic
- Link Product to Customer's Values
- Case Study
- Module Four: Review Questions

Module Five: Leads

- Sift Leads
- Time vs. Cost of Pursuing Leads
- Let Go of Leads Going Nowhere
- Focus on Positive Leads
- Case Study
- Module Five: Review Questions

Module Six: Authority

- Develop Expertise
- Know Your Competition
- Continue Education
- Solve Customer Problems Using Authority
- Case Study
- Module Six: Review Questions

Module Seven: Build Trust

- Testimonials
- Be Transparent
- Be Genuine
- Take on Customers' Point of View
- Case Study
- Module Seven: Review Questions

Module Eight: Relationships

- Listen Actively
- Communicate Often
- Rewards
- Build New Relationships
- Case Study
- Module Eight: Review Questions

Module Nine: Communication

- Be Prepared, Not Scripted
- Use Humor
- Be Yourself
- Thank and Reward
- Case Study
- Module Nine: Review Questions

Module Ten: Self-Motivation

- Value Your Work
- Reward Achievements
- Focus on Success
- Do Not Procrastinate
- Case Study
- Module Ten: Review Questions

Module Eleven: Goals

- SMART Goals
- Long-Term Goals
- Short-Term Goals
- Track and Modify
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations