



relationship selling

Learn the secrets of successful sales people with this hands-on seminar that will teach you how to effectively use a sales process to close more business. This comprehensive, step-by-step process will provide you with everything you need to build and maintain stronger, more positive relationships with your customers and significantly increase sales.

After this seminar you will be able to...

- Deal effectively with all sales situations
- Understand your buyers needs and motivations
- Communicate successfully
- Close more business
- Control and manage your selling time

What you will cover...

- 10 steps to successful selling
- Planning the sales call
- Overcoming sales call resistance
- Why people buy
- How to develop a sales plan
- Presentation methods
- Handling objections
- Communication and persuasion
- Closing techniques
- Prospecting techniques
- Follow-up for success
- Customer satisfaction and retention

All seminars can be custom-designed to meet your timeframe and the specific needs of your company group, or organization.