



## **Professional Selling Skills**

**The New Psychology of Selling**

### ***The Challenge***

Most sales people today are inadequately trained in the professional selling process. As a result, most are selling well below their potentials. This decreases sales results and negatively impacts company forecasts.

### ***The People***

The top 20% - 30% of salespeople produce 70% - 80% of sales results. They almost all want to sell more, but they don't know how. The goal of the company must be to develop more of these high performers.

### ***The Answer***

Top salespeople are invariably more skilled, better organized and more highly motivated. The way to achieve and exceed sales projections is to give people the skills they require to make their quotas.

### ***The Benefits***

This comprehensive sales training program brings immediate results. Salespeople emerge with:

- ❑ Better prospecting and telephone skills.
- ❑ Better questioning and listening techniques.
- ❑ Higher motivation and greater enthusiasm.
- ❑ Better organizational skills leading to more effective time usage.
- ❑ More effective closing skills.
- ❑ Clear sales goals and plans to achieve them.

### ***The Training***

This video-assisted, multi-media three-day training program is designed for custom tailoring to your specific products and services, your customers and your market. It can be given by your personnel or by skilled outside facilitators

## PROFESSIONAL SELLING SKILLS

1. Introduction to Selling
2. Keys to Psychological Selling
3. Unlocking Your Sales Potential
4. Your Formula for Building Self Esteem
5. The New Model of Selling
6. Building Trust with Customers
7. Seven Secrets of Persuasion
8. Why People Buy
9. How to Qualify your Prospect
10. Using the Power of Suggestion in Selling
11. Developing Mega-Credibility
12. Creative Selling Techniques
13. Powerful Telephone Techniques
14. How to Approach Your Prospect
15. The 1000% Formula for Income Building
16. Mental Preparation for Selling
17. Buyer Personality Types
18. Sales Presentation Skills
19. How to Handle Objections
20. Recognizing Nine Types of Objections
21. Closing Requirements and Signals
22. Dealing with Price Resistance
23. Handling Money and Price Objections
24. Overcoming Obstacles to Closing
25. Seven Key Closing Techniques
26. How to Set and Achieve Sales Goals
27. Maximizing Selling Time
28. Turning Time into Money
29. Going for the Gold
30. Ten Keys to Success in Selling
31. Business to Business Selling
32. Four Keys to Strategic Selling
33. Consultative Selling Techniques
34. R.O.I. Selling Skills
35. Pathways to Personal Progress