



EFFECTIVE SELLING STRATEGIES®

Improve Sales Training with Skills and Attitude

FOREWARD: How to Use Effective Selling Strategies

- ⤴ Professional Selling as a Career
- ⤴ How to Use This Program for Maximum Results
- ⤴ Program Methods
- ⤴ Attitudes
- ⤴ Group Participation
- ⤴ Conferences
- ⤴ Short-Term Goals
- ⤴ Time
- ⤴ Accountability
- ⤴ Tracking your Progress

<p>ONE: Introduction to Concepts</p> <ul style="list-style-type: none"> ⤴ Concepts of Success, Motivation and Attitude Change ⤴ Organizational Climate Survey ⤴ Individual Self-Image Profiles ⤴ Success as Related to Past Conditioning ⤴ Attitude and Habits – The Effective Motivators ⤴ Multi-Sensory Learning ⤴ Spaced Repetition ⤴ The Power of Goal Setting <p>DAILY WORK ORGANIZER (DWO) – Introduction</p> <ul style="list-style-type: none"> ⤴ Why a Daily Organizer? ⤴ Developing Your Plan for Success ⤴ Managing by Priorities ⤴ Forming Good Work Habits 	<p>TWO: Goal Setting</p> <ul style="list-style-type: none"> ⤴ Validation of ROI ⤴ Developing Personal Related Goal Planning Sheets ⤴ Developing Business Job Related Goal Planning Sheets ⤴ Fine Tuning Goal Tracking Systems ⤴ Integration of My-Tyme Planner with Goal Planning Sheets ⤴ Profile Evaluation Awareness and Integration into Goal Planning Sheets <p>DWO – Goal Setting for Sales Success</p> <ul style="list-style-type: none"> ⤴ Reinforcement Through Affirmations ⤴ Putting Goal Planning Into Practice
<p>THREE: Defining Your Target Market</p> <ul style="list-style-type: none"> ⤴ The Power of Target Marketing ⤴ Choosing Your Target Market ⤴ Determining the Needs of Your Target Market ⤴ Approaching Your Target Market Through Relationships ⤴ Prospecting Attitudes and Activities ⤴ Profile of a Class “A” Prospect ⤴ Methods of Prospecting ⤴ Obstacles to Professional Referral Prospecting ⤴ The Referral Prospecting Process ⤴ How Value Added Service Fits In <p>DWO – Income Needs and Goals</p> <ul style="list-style-type: none"> ⤴ Personal Income Required to Achieve My Goals ⤴ My Business Expense Requirements ⤴ Summary of Income Needs and Goals ⤴ Specific Action Plan for Sales Activity 	<p>FOUR: Approaches that Sell</p> <ul style="list-style-type: none"> ⤴ What is the Approach? ⤴ Pre-Approach Communication ⤴ The Telephone Approach ⤴ Systematic Telephone Approach ⤴ Other Approaches <p>DWO – Plans for Sales Success</p> <ul style="list-style-type: none"> ⤴ Success Essentials Checklist ⤴ Monthly Work Plan ⤴ Weekly Work Plan
<p>FIVE: The Sales Interview</p> <ul style="list-style-type: none"> ⤴ What is a Sales Interview? ⤴ Why Have a Planned Interview Process? ⤴ Learning the Interview Process ⤴ The Nine-Step Interview Process ⤴ Preparation for the Interview ⤴ Focusing on the Prospect’s Self-Interest ⤴ Ensuring Favourable Conditions ⤴ Adding Interest to the Interview <p>DWO – Achieving Sales Goals</p> <ul style="list-style-type: none"> ⤴ Sales Goals Tracking Sheet ⤴ Weekly goal Tracking Sheet ⤴ Record of Sales 	<p>SIX: Discovering Prime Buying Motives</p> <ul style="list-style-type: none"> ⤴ What Prospects Want and Why ⤴ Know Yourself ⤴ Know Your Prospects ⤴ The Power of Probing ⤴ Asking Probing Questions ⤴ Listening Pays Off <p>DWO – Reporting Your Activity</p> <ul style="list-style-type: none"> ⤴ Record of My Activities Report (ROMAR) ⤴ Monthly Activity Recap
<p>SEVEN: How to Close Sales</p> <ul style="list-style-type: none"> ⤴ Closing Principals ⤴ Recognizing Buying Signals ⤴ Selecting the Right closing ⤴ Steps to Mastering Closing Techniques ⤴ Don’t Buy Back Your Sale! ⤴ Don’t Leave Business on the Table! ⤴ Asking for Referrals ⤴ Becoming a Closing Expert <p>DWO – Plans for Career Development</p> <ul style="list-style-type: none"> ⤴ Career Development and Training Plan ⤴ Goals for Incentives and Awards 	<p>EIGHT: Overcoming Stalls and Objections</p> <ul style="list-style-type: none"> ⤴ Handling Stalls ⤴ Objections as Buying Signals ⤴ Handling Objections ⤴ Countering Objections ⤴ Handling the Price Objection ⤴ Disagree Without Being Disagreeable <p>DWO – Accomplishments</p>