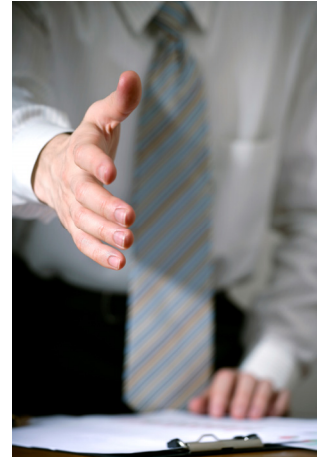


Course Description

Bridge Selling System: Principles and Methods for the Sales Professional AMS203



Overview

Bridge Selling System: Principles and Methods for the Sales Professional is a high-energy course that will allow both new and experienced sales professionals to develop or enhance the fundamental skills required to become a well-rounded, sales professional. Participants will learn the art of relationship selling and be introduced to the Bridge Selling system, a methodology that promotes proven sales mechanics.

Learning Objectives

- Develop fundamental sales skills that will help you develop personal and professional habits necessary to achieve sales excellence
- Establish a systematic process to lock onto a prospect's unsaid needs
- Assess the sales need
- Separate wish lists from true requirements and position yourself as a consultative partner in the sales relationship
- Align proposals, products and services with customer requirements and create a sales planning methodology
- Present the features and benefits that speak directly to your customers' requirements by relying on the foundation that the Bridge Selling system has built
- Cement your sales by delivering precisely what the customer wanted
- Establish a channel of communication that will allow for repeat sales and continuous opportunities

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises. The coverage is practical but intense and designed to impart usable skills for each participant.

Duration

Two days

Who Should Attend

Experienced and new sales professionals that wish to develop or enhance fundamental selling skills in order to promote ideas, products, services and themselves would benefit by taking this course.