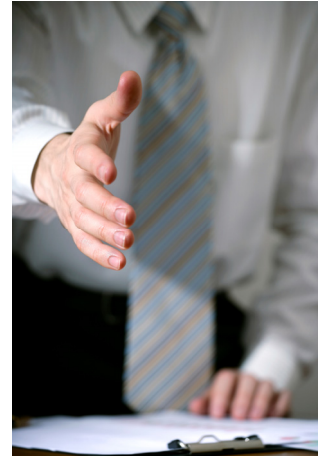


Course Description

Advanced Sales Strategies: Winning Long-Term Customers AMS267



Overview

This platform takes time tested sales principals and brings them to life with a back drop of today's unique environment. Participants in this course will learn how to avoid the “one and done” scenario and build long-term relationships with customers.

The delivery model will elicit interactive role play and leave the teams with real life solutions for daily challenges. Additionally, they will learn a solid process or methodology that helps them "phase" a consistent approach for each sales scenario.

Learning Objectives

- Building Your Network - Increase your income through this innovative application of sales networking! This isn't simply glorified prospecting. You will learn how to increase the right contacts beginning immediately and utilize them to build more of your “best business mix.” Qualified customers, who have qualified opportunities, will be calling you!
- The Reliability of Process - Exceed sales targets and quotas while simplifying the sales process and focusing on results! You will learn how to execute great sales process, achieve increased sales momentum and obtain consistently higher performance by utilizing the Sales Tripod™.
- Face the Fear - Deal more effectively with objections while conquering the fear of rejection! Your choice of words makes the critical difference. You will learn how to listen, probe and learn and then begin applying the proven methods to overcome the toughest objections and roadblocks consistently presented by your customers.
- Get Them to Respond - Eliminate the frustration of voice mail and e-mail barriers! You will learn the formula and method for designing winning messages on both fronts. Your prospects and customers will respond!
- Communicate Effectively - Deliver presentations and dialogue that create impact and eliminate the “sameness factor” faced by salespeople today! You will learn how to create and apply power conversation theory that sets you apart from all others.
- There's More to Selling than Having the Lowest Price - Stop the insanity of feeling like an order taker rather than a sales professional as you stop reducing your price unnecessarily and start increasing your sales margin! You will learn how to perfect the power of creating great questions that customers can respond to and get you beyond the “where do we need to be mentality.” You will also learn the four tangible ways to respond when your customer talks price. Increased sales and profitability is your reward!

- Beyond the Norm - Catapult your planning, prioritization and knowledge to secure deeper customer relationships by moving beyond the “value-added” scope! You will learn how to create the experience your customer requires to choose you and your company ahead of the competition. You will own the opportunity!
- The Immediate Need to Sell More - Discover the ten critical success characteristics that salespeople must possess in today’s marketplace if they want to sell more consistently!

Format

This program is a highly interactive and adaptive.

Duration

Three Days

Who Should Attend

Sales Professionals who are looking to maximize their earning potential and build a sales portfolio that is build for long-term results.