



## Sales Success

### Course Description:

When it comes to success in sales, salespeople must understand how their prospects brains work when it comes to making decisions. Its also important for the salesperson to understand how their own mind works and what holds them back from being a top producer in their industry.

Selling is 90% mental, most sales trainers teach sales techniques and tactics. The fact is, even though these techniques are effective, salespeople rarely actually implement them after they have been trained. This is because of their habitual way of doing things.

### Course Objectives:

**This class will teach sales people the techniques necessary to succeed at a high level in sales, and more importantly how to develop a Sales Success Mindset.**

- Learn the skills of top sales people
- Understand how your self-image determines your performance
- Learn how to understand your prospects buying style
- Learn powerful closing techniques that work
- Handle resistance like a pro
- Overcome self-defeating behaviors
- Learn sales influence techniques
- Understand what keeps people from making decisions
- Learn your customers Personality Style and how to leverage this in selling



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### Who should attend?:

Sales managers and sales staff should attend so that they can learn how to close the gap between knowing and doing. Most sales people know what to do to be successful, however they are habitually conditioned to NOT do what they KNOW!

### Why should you take this workshop?:

#### **Increase your sales productivity**

- How you show up makes all the difference
- Learn the key steps to create momentum and keep it going
- Understand what limits sales success and how to avoid it
- Learn the steps to closing the sale with ease

#### **Communication skills for Sales Success**

- What makes your prospect trust you?
- How to read body language and control your own
- Why active listening is essential to selling
- How to develop win/win strategies for prospects and current clients

#### **Growing your sales relationships**

- Understand what makes other think of you when ready to buy or refer
- How to become a part of your customers thinking
- Keep them coming back