

The Sales Edge

Program Description

In tough times, it's the strong that survive. To sharpen your competitive edge, business and sales professionals need to master a wide variety of complex skills... and keep them sharp with new techniques and perspectives.

This intensive workshop breaks down the sales process so you can identify your own challenges and gain tools for each step from start to close. You'll receive immediate expert feedback and gain new knowledge and skills you can put into practice the very next day!

You'll benefit by learning to:

- Deliver customer-centered sales presentations that connect and motivate
- Build relationships and gain trust
- Probe and uncover customer needs and obstacles
- Listen effectively and really understand what the customer wants and needs
- Leverage their expertise to solve problems (fulfilling needs vs. selling something)
- Create and enhance your personal presentation style
- Be memorable
- Use body language, humor & anecdotes to build confidence, and persuade
- Overcome objections
- Gain commitment before the close
- Provide next steps and close the sale

Maximum participants: 8

Program length: 1 day