

Please browse the following pages for topic or meeting ideas – any listed subject can be incorporated into any program.

Agreement Seeking	The best sales-people ask – they never assume that the prospect agrees with their proposal. Learn proven techniques and why it’s so important.
Approach Calls	Getting your prospect’s attention is essential if you’re going to sell your product. But if you don’t get up to bat enough, how can you sell enough?
Assertiveness	No one likes a pushy sales rep, but being assertive is very different and necessary. In order to succeed you need the buyer’s respect and attention.
Attitude Development*	Some say that attitude is everything. Certainly a positive attitude is catchy and can get you ahead. Learn to develop one and why it’s so important.
Basic Selling Skills***	Whether you’re just learning the basics or getting back to them, a good foundation is a pre-requisite for success. Start at the beginning.
Being Yourself	Emulating success is smart, but beware – buyers can sense when you’re not being yourself, and wonder why. Learn to improve within yourself.
Benefit Statements*	Stating product or service benefits is important. But when? What do you need to know first? Does it seem like bragging? Learn the best ways.
Business Sources*	Where should you focus? Customers and prospects come from many sources, but we should know the best places to spend our selling time.
Canvassing/Cold Calling	If the fish would only just jump into the boat! Well, there are at least some proven prospecting techniques that are efficient and enjoyable!
Closing***	We take a microscope to this most important aspect of selling.
Ask for the Order!	<p>Many salespeople worry about closing, while others think that there are tricks involved. And as long as there are sales reps that are able to close business at alarmingly successful rates, the mystique and the misconceptions will continue to be a part of the learning curve.</p> <p>But closing is really a natural occurrence – a simple, logical step in a process – if set up properly. Learn how. Find out what works and why; understand when and when not to close, and learn how the mastery of trial closing techniques can help become a more consistent closer.</p> <p>A speaker once commented, “Three things take place in every conversation. First there’s what I have actually said. Secondly, there’s what <i>I think I’ve said</i>, and finally there’s what <i>the audience thinks</i> I’ve said. And in too many cases, all three are NOT the same!”</p> <p>Stories of miscommunication have amused us since the days of Shakespeare, but poor communication can be tragic and is frequently costly – workers become less productive, managers become more frustrated, and opportunities are forever lost.</p> <p>We can all get the words out, but some messages are so poorly delivered that the audience tunes out! Fortunately, we can all learn to effectively communicate and get our point across to our audience in exactly the right way. This program also covers various aspects of public speaking, selling presentations, and written business communication.</p>
Assume the Close	
Basics of Closing	
Get the NO	
Making it Natural	
Mysteries of Closing	
Magic Words	
Recognizing Success	
31 Ways to Close a Sale	
Timing	
Communicating***	
The ABC’s	
Bi-Directional*	
Body Language?*	
Business Communication	
Say it Write	
Formats*	
Meetings that Work**	
If In Doubt Leave it Out	
Implied messaging	
Management TO Staff**	
Public Speaking**	
“Selling Presentations”	
Tact & diplomacy *	
What Really Happens?*	

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Conversational Selling	Crucial points are often made in seemingly impromptu ways. Develop conversational selling skills versus one-sided sales “spiels.”
Credibility	Do you believe everything you hear? Buyers don’t either, but neither do they have time to investigate every thing, every time. Who do they trust?
Customer Care*	A shallow promise made by a competitor often sends customers your way. Proper customer care earns your customers’ loyalty, and it’s worth it!
Customer Service*	Good sales efforts will last if sustained by on-going customer service programs. Good customer service is an <i>attitude</i> that can be developed.
Demonstrating Products	A good demonstration can make up for mistakes made in earlier steps of the sales cycle; a bad one can be very costly! Become the best!
Dressing Right*	Though often overlooked, how you look does matter. Brush up on proper grooming, fabrics, styles and details. When did you last shine your shoes?
Earning & Deserving	Keeping track of certain related statistics could be a most worthwhile exercise, as it keeps us motivated, focused, and believing in ourselves.
Efficiency*	“I don’t know where we are, but we’re making great time!” <i>Yogi Berra</i>
Effort Follow-Up that Wins	It’s easy to forget that we all <i>must try</i> . A strong effort will pay off in more ways than one. Learn to gauge and respect your effort, and to keep it up.
Empathy in Selling	Some say that role-playing should be left to Hollywood, but it often pays to put yourself in the customer’s shoes.
Enthusiasm	Like a positive attitude, enthusiasm is catchy and effective. However, if it’s not genuine it is self-defeating. Learn to be winningly enthusiastic...
Establishing Need	It’s true – the Eskimos don’t need more ice. Learn how to find out what your prospects really need first, and then tell them how you can help...
F.A.B. Benefit Selling	Making the “Feature – Advantage – Benefit” way of thinking second-nature is a sure way to get ahead. Work it in to your presentations too.
First Impressions	We all know it – we only get one chance. But do we pay attention to it? Develop proven ways to make good first impressions... and lasting ones.
Follow-up*	Consistent follow-up cements customer relationships – it is never-ending!
Goal Setting*	It is easier to get there if you know where it is. Goals keep us focused and allow us to measure success; but unrealistic goals are counter-productive.
Handling Objections	Objections are necessary if you are to <i>sell</i> anything. But they must be sought out and handled properly.
Honesty* Allegiance Mirror Selling Selling’s #1 Rule...	Too many believe that there is no connection between selling and honesty. But the best sales people are honest - with prospects and with themselves. Honest sales people tend to develop long-lasting customer relationships. In the long run they are better employees and more effective sellers.

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Humor at the Right Time...	Tasteful humor can break the ice, relieve tension, build rapport, and sometimes even open closed doors. But beware. Timing is everything.
Have You Justified?	The best closers justify their price early so there are no last-minute surprises or unnecessary price cuts. But how do you know when?
Knowledge Know the Competition Know the Buyer	There is no substitute for being prepared. But in today's competitive world it requires more than product knowledge. Learn the why's, what's, and how-to's of knowing your prospects and the competition.
Letters with Impact.....	Increase the effectiveness of your business correspondence by adding the right ingredients. Learn to write letters that get results!
Listening..... Silence is Golden	It sounds easy, but effective listening is an art. Learn the latest techniques and hone your skills. But first we have to be quiet...
Making It Happen.....	Don't let details stop the selling process. Being positive and pro-active will keep you moving forward – but make sure the prospect is with you.
Meetings that Work** Meeting Structure**	Keeping people attentive & productive during meetings can be tough – statistics say it happens only ½ the time! Learn to make your meetings work, whether internal or external.
Need Assessment.....	Just asking isn't enough, and even alienates some buyers! Find out the best techniques for need assessment and need determination.
Niceness!	An often under-rated characteristic, being “nice” topped the list of desirable sales qualities in a national poll! Politeness pays – learn how!
Opening Statements.....	Strong openers gain people's attention, but can be harmful if we don't lead people in the right direction. Develop skill at starting-off on the right foot.
Patience!.....	Timing, they say, is everything, and it may be. But it is certain that a lack of it can lose us more than just an order. Yet, we must push the envelope!
Pointmaking*..... Getting to the Point	Some things must be presented in a straightforward fashion. Let's make sure we possess that skill, and that we know when and how to use it.
Preparation*..... Pre-call Planning	There is no better way to improve a presentation than to be well prepared. But how prepared is well prepared? Learn a simple, but proven method...
Probing..... Questions that Matter Open-ended Skills	Effective questioning techniques are just as important as speaking and listening skills. Good probing questions can improve listening and prompt prospects to tell you exactly what your sales strategy should involve.
Natural Selling..... Making it Easy	Often a bigger concern for newer reps, over-complicating things slows down the selling process. Learn to make it happen. But how can you make it happen if you're not confident in how it is <i>supposed</i> to go?
Motivation*..... Self Motivation Team Motivation**	Money, ego, and fear are the factors, they say. What works for you? Can it come from within? What works for your staff? Learn to motivate yourself and others - success will follow.
Negotiating.....	It requires strategy, planning, communication skills and a cool head. Learn what to strive for and what to avoid in order to negotiate effectively.

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Never-ending Sales Cycle...	Understanding the continuing cycle can help us to stay in sync with prospects and to appreciate (and keep) customers.
Number Selling..... Making the Numbers	Making the extra effort to present a sound cost justification is generally worthwhile – but how can we get the customer enthused enough to listen?
Organization..... Record Keeping* Using What’s Available	Organized people can usually accomplish more in less time. Fortunately, we can all learn to be more organized – either with SFA systems or old-fashioned card files. Evaluate each & select what’s best for your style.
Pitch Book Selling.....	Visual aids can increase a prospect’s attention span and can make a presentation more professional. Developing a pitch book is a good start.
Positive Attitudes*.....	Developing a positive attitude in ourselves and in others is easier said than done – but well worth the effort. Learn why and how.
Presentations*.....	Familiarity with the basics ensures more effective presentations. Structure, showmanship, and a boost in confidence won’t hurt either. We can help...
Prospecting Today.....	It’s the activity that keeps our customer base growing, and there are many proven prospecting techniques that work in today’s markets. We can help!
Qualifying.....	In today’s competitive business environment, it is essential that we spend our valuable time pursuing viable prospects. How can we identify them?
Rapport Building.....	People tend to buy from people that they like. But we can’t be everyone’s best friend. Learn to build and maintain strong business relationships.
Referrals.....	Many sales people are reluctant to ask for them, and others are reluctant to use them, but referrals can be very persuasive. But there are guidelines.
The Sales Cycle..... Where are you going? Is the prospect with you?	Being aware of what must happen before a sale is made and measuring what actually takes place against a model is a formula for sales success. A good review for even the most seasoned reps.
Sales-makers.....	Successful sales people have some things in common – there are activities and habits that make sales happen. Develop these skills and sell more.
Sales Management***..... Attitude** Coaching** Communicating** Compensation Plans** Consistency** Contests/Incentives** Customer is King** Morale & Support** Performance Reviews** Recruiting** They Want/You Want** (customized)	Sales people must be nurtured, motivated, kept positive, and kept active. They must be simultaneously inspired and managed. But most sales people work in a relatively unsupervised environment, so how does a manager stay on top of it all? What are the most effective techniques? Do some reps get paid too much? If a rep’s “numbers” are good should other shortcomings be overlooked? What rules should be enforced? How about call sheets? What works better, “raise” or “praise?” With what they earn, should we run a contest too? Should we retain/re-train or terminate a marginal performer when learning curves are steep and loss of at least <i>some</i> productivity is an issue? And where can good salespeople be found? And so on... There are no simple answers, but there are answers to these and similar questions, all of which are addressed at our three-day seminar.
Sales Planning*.....	There is a method to the madness; good planning and sales forecasts can improve revenue, inventory-control, and budgeting efforts.

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Self -Impressions	If we “think” we can, we often can. Unfortunately it works in reverse as well. Accurate self-evaluations can result in improved performance.
Sell the Company!	Sometimes the company we represent accidentally takes a back seat to the products we sell. Presenting the total package helps you to stand out.
Selling Price?	Study after study has proven that price is not usually the determining buying factor. It is possible to sell more than just price, and it works!
Selling Yourself	The product, the company, service, support, quality, value, and YOU too are all integral parts of the total package. Don’t sell yourself short.
Solution Selling	Good sales reps sell features. Better sales people sell benefits. The best sales people sell solutions.
Telephone Skills Assume the Best Rationalized Reactions A Smile in Your Voice?	As the world gets busier, we rely on fast methods of communication such as the phone – but it’s so easy for prospects to put us off and sometimes things get lost in the translation. Develop effective phone skills and you’ll enjoy a better reception, get more return calls, and improve your results.
Territory Management* Being a Star Seller	Starting your day, or even the year, with an organized plan can easily double your productivity. What do you think it might do for your #'s?
Testimonials*	Like good referrals, testimonials add to your credibility and to the professional look of your sight seller. What do your customers think?
Time Analysis* Customer's Time Work “The Right Stuff”	Many are shocked to discover how many selling hours there are (or aren’t) in a day. Each situation is unique - rate yourself and get a new perspective on selling time and on the key activities that <i>really</i> get the job done.
Trial Closing	An often overlooked or lost art, effective trial closing can set you on course to close more business in less time. Try it and see.
Value Selling* Establishing Value Value Versus Price	How many prospects have actually told you that they buy only the cheapest products? How many have said that it didn’t matter if the products they bought were actually any good? Value is everything.
Visuals* Sight Sellers	Make it as easy as possible for your prospects to order your products – show them what you’ve got. The more they see the better.
Voicemail Selling	Don’t despair! Voicemail can be your friend. If used effectively it can help you to get a powerful message across – and more business too.
Waste*	It’s everywhere. Most of us don’t see it and many others don’t want to hear about it, yet courses and seminars about getting rid of it abound. WASTE - we all know it’s there, and we can all continually improve.
Work Ethic*	Most people believe that they try, or at least that they try hard enough. Do they? Consider those who are admired most, and think of the effort that they make. Is our effort in the same league? How can we “just do it?”
Yes is a BIG word	“...sooner or later the man who wins, is the fellow who thinks he can.” <i>Last line of an inspiring poem by an unknown author</i>

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