



THE REAL-WORLD SELLING™ SEMINAR

AVAILABLE ONLINE VIA ZOOM



6 MORNING SESSIONS

MAY 6, 13, 20 AND JUNE 3, 10 & 17

(FREE MAKE-UP CLASSES ARE AVAILABLE IF YOU NEED TO MISS A SESSION)

3 HOURS EACH SESSION (18 HOURS TOTAL)

ONLY \$725 PER PERSON • (3-5 ENROLLMENTS: \$675 EACH • 6+ ENROLLMENTS: \$625 EACH)

A FEW OF THE TOPICS ADDRESSED

REFERRALS—GAIN MORE CUSTOMERS

- 🍷 *Seven-Nevers* when asking for a referral
- 🍷 How to professionally turn one referral into five
- 🍷 How to shorten your sales cycle
- 🍷 What to say when calling the person referred to you to gain the appointment more easily

THE ATTENTION PHASE

- 🍷 Three steps to develop a quick and strong rapport with your customer
- 🍷 The *Initial Contact*—Capitalize on your first call
- 🍷 How to *capture* the customer's attention
- 🍷 Methods to establish immediate credibility over the competition
- 🍷 More successfully put the customer at ease during your meeting
- 🍷 Ways to pique the customer's curiosity, so they want to hear about your product/service
- 🍷 How to keep the customer from saying, "*I'm not interested*"
- 🍷 Words and phrases to avoid that make your sales message more appealing

THE QUALIFICATION PHASE

- 🍷 The not so obvious reasons why salespeople should be asking questions
- 🍷 Techniques to hear the *real* answers—not the answers that merely sound good
- 🍷 Types of questions overlooked by at least 95 percent of salespeople (but not you, of course!)
- 🍷 How to structure your questions to hear the answers you want and need to hear
- 🍷 Organize your questions for the maximum impact
- 🍷 Little known ideas to remember when asking questions

THE SATISFACTION PHASE (PRESENTATION)

- 🍷 How to focus on your customer's *real reason to buy*, that most salespeople never consider
- 🍷 Create more belief and credibility with the benefits you have to offer
- 🍷 Arouse the customer's desire to do business with you
- 🍷 How to *undersell* rather than oversell your product or service
- 🍷 Successful methods to encourage the customer to concentrate on the positive aspects of your idea
- 🍷 Establish more credibility over competing products or services
- 🍷 How to make your competitors follow *your* lead, instead of you having to follow *theirs*

THE CONFIRMATION PHASE (CLOSE)

- 🍷 The two most common mistakes salespeople make when attempting to gain a decision
- 🍷 Learn *what to say* and *how to say it* to close the sale more quickly and easily
- 🍷 How to successfully avoid "buyer's remorse"
- 🍷 Words and phrases to avoid that trigger a customer's subconscious negative emotion

TELEPHONE TECHNIQUES

- 🍷 *What to say* and *what not to say* to gain more appointments
- 🍷 Thirteen frequent mistakes salespeople make when attempting to gain an appointment
- 🍷 Cold-calling techniques (not tricks) that succeed in today's competitive sales environment
- 🍷 How to work with the gatekeeper more successfully and professionally
- 🍷 Effective *Voice-Mail* messages that work and why most messages do not

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