



THE REAL-WORLD SELLING™ SEMINAR

AVAILABLE ONLINE VIA ZOOM



6 EACH, 3-HOUR, MORNING SESSIONS
(18 HOURS TOTAL)

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

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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