

## GENERAL OVERVIEW

This one-day workshop will help participants through all phases of the sales cycle.

## STRATEGY

Participants will learn the skills that advance the sale from an enticing open to a successful close. Some of the topics that may be covered are prospecting and networking, skillful questioning and handling objections, successful close and how to follow up and through by achieving on-going relationships with customers.

Participants will complete an individual pre-assessment sales strategy index.

## OBJECTIVES

Participants will be able to:

- Determine qualities of an ineffective sales person
- Determine qualities of an effective sales person
- Professional image
- Learn how to ask for business
- Determine what is needed to close the sale

## COURSE CONTENT

- Introduction To Sales – Loving What You Do!
- Leaving Your Comfort Zone
- Sales Call Circle
- Questioning / Probing
- Listening WWFM: Features and Benefits
- Handling Objections
- Follow Up and Through
- Making Your Own Quote
- Action Plan

## LENGTH

One Day Workshop

## CLASS SIZE

Maximum class size is 16 participants per session

## EXPENSES

The Training Edge, LLC will be reimbursed for all reasonable travel expenses for airline and ground transportation, hotel accommodations, meals, parking, tips and shipping of materials.