

# EFFECTIVE SELLING STRATEGIES®



## Our Philosophy

*“Leaders are agents of positive change. They understand that change is a process and not an event. A leader's passion is to grow everything and everyone around them to achieve a greater and enriched potential.”*



## IMPROVE SALES TRAINING WITH SKILLS AND ATTITUDE

### Focusing on Results

Effective Selling Strategies® - Successful salespeople are self-motivated, focused and have crystallized goals. They understand what it takes to turn a “no” into a “yes” and have developed the ability to respond quickly. They know the basics of professional selling and have a desire to serve their customers real needs.

Effective Selling Strategies® program helps salespeople:

- Handle price and other objections
- Develop a “hunter” instinct
- Effective networking and relationship skills
- A successful attitude and professional behavior
- Productive daily sales planning
- Recognizing and overcoming objections
- Follow-up and customer service strategies that lead to more sales

- Learn the art of prospecting
- Prepare an effective sales presentation
- Recognize buying signals and discover prime buying motives
- Become an expert closer

Leadership Excellence, Ltd. is the premier training, development and coaching organization for 21st century leaders. We effectively build individuals and organizations to reach their highest leadership potential.

Leadership Excellence, Ltd. is proudly partnered with Leadership Management International (LMI). We have the proven development tools and processes for positive and lasting change.

For more information on other courses and services we offer, visit [LeadershipExcellenceNow.com](http://LeadershipExcellenceNow.com) or contact:

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# EFFECTIVE SELLING STRATEGIES

## 6 Session Course Outline

### **Course 1:** Defining Your Target Market

- The Power of Target Marketing
- Choosing Your Target Market
- Determining the Needs of Your Target Market
- Approaching Your Target Market Through Relationships
- Prospecting Attitudes and Activities
- Profile of a Class “A” Prospect
- Methods of Prospecting
- Obstacles to Professional Referral Prospecting
- The Referral Prospecting Process
- How Value Added Service Fits In

### **Course 3:** The Sales Interview

- What is a Sales Interview?
- Why Have a Planned Interview Process?
- Learning the Interview Process
- The Nine-Step Interview Process
- Preparation for the Interview
- Focusing on the Prospect’s Self-Interest
- Ensuring Favorable Conditions
- Adding Interest to the Interview

### **Course 5:** How to Close Sales

- Closing Principles
- Recognizing Buying Signals
- Selecting the Right Closing
- Steps to Mastering Closing Techniques
- Don’t Buy Back Your Sale!
- Don’t Leave Business on the Table!
- Asking for Referrals
- Becoming a Closing Expert

### **Course 2:** Approaches that Sell

- What Is the Approach?
- Pre-Approach Communication
- The Telephone Approach
- Systematic Telephone Approach
- Other Approaches

### **Course 4:** Discovering Prime Buying Motives

- What Prospects Want and Why
- Know Yourself
- Know Your Prospects
- The Power of Probing
- Asking Probing Questions
- Listening Pays Off

### **Course 6:** Overcoming Stalls and Objections

- Handling Stalls
- Objections as Buying Signals
- Handling Objections
- Countering Objections
- Handling the Price Objection
- Disagree Without Being Disagreeable