

Professional Selling the Key to Business Growth

RESULTS
DRIVEN
SEMINAR

New Creative Ideas to Build Sales & Profits

PRACTICAL SKILLS YOU CAN USE IMMEDIATELY

Learn essential consultative selling skills you'll find comfortable to use. Most sales skills of the past are simply irrelevant to the reality of today's service relationship driven marketplace.

Selling Skills and Marketing Beyond 2015

In an increasingly competitive marketplace, more and more money is needed to support the advertising and promotional thrust to stimulate market response.

Yet the two most important marketing questions today should be: "What actually happens when the customer meets the sales people?" and "What can be done to increase the conversion of inquiry into sales?"

Traditional Selling is in Decline

Most of the traditional sales techniques of the past simply don't work in today's world because the point of difference in customer choice is often the trust and relationship developed with the salesperson. Many of the old concepts people hold about the process of selling are downright detrimental to business growth and add little value to the customer interaction.

People in a selling role need to develop a set of skills they find comfortable to use and where they perceive the selling process as a positive, important and sharing experience profitable to both the business and the customer.

Selling in Today's Marketplace

The sales task has long since changed from giving information, pushing products and selling benefits. Customers now want to know how a product or service will respond to expectations and perception of value.

Ideas and Concepts to Use Immediately

This practical Professional Selling program will develop ideas and concepts to build confidence and poise in managing the customer sales process with immediate application to the realities of the Australian marketplace.

The outcomes will enhance every sales interaction and the result will be reflected in higher levels of customer satisfaction, higher sales and business growth.

PROGRAM OPTIONS

- Seminar or tailored workshop -supported with workbook/manual.
- Conference Presentations also available.

PROGRAM CONTENT

Relationships, Attitudes, Values & Perceptions

- Understanding the new values, motivations and perceptions people bring to doing business today. How these new factors need to be integrated into professional selling plans for business to consumer and business to business marketing.

Selling to Different Personality Types

- How to identify different personality types and how best to relate to each one. How to tailor material and the sales process to address each customer style and needs.

Opening the Discussion Path

- How to build trust and use questions to uncover customer needs and wants. How to probe effectively to establish the customer personal style, priorities and motivations.

Power Influence Skills

- How to use active listening, observing, questioning and verifying skills to uncover customer concerns and circumstances. The importance of empathy to build rapport.

How to Use Product Knowledge

- How to plan and use product knowledge for maximum effect Plan how much to use and when, without overwhelming the customer and being too pushy.

Managing Objections & Obstacles

- How to manage obstacles that get in the way of the sale. Analysis of the most common objections encountered and how to tailor a professional response to keep the sales process on track and alive.

Asking for the Business

- How to present a sales solution proposal to build interest and customer commitment. Analysis of different closing sale options to match the customer style and circumstances.

Cross Selling Opportunities

- How to use leverage to maximise cross-selling and companion selling opportunities to build turnover and enhance profitability.

Success Through Positive Motivation

- Practical concepts on how to keep on track and motivated even in the most difficult sales situation and when managing aggressive customer behaviour.



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Presented by Brian Greedy

Brian is one of Australia's leading professional speakers in business development.

Each year he delivers over 150 speeches, seminars and workshops for clients in all states, NZ and the UK.

He draws from over 20 years grassroots business experience in management, marketing and sales, including the development of highly successful food distribution business from start up to a multi-million dollar turnover.

An engaging and inspiring presenter with a pragmatic "how to" approach in communicating his knowledge makes him one of Australia's most sought after conference and seminar speakers.

Read what others have said about Brian Greedy's programs

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