

Sales Fundamentals Workshop

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete – something that merits spending some of their hard-earned money.

The Sales Fundamentals workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale. Your participants will become more confident, handle objections, and learning how to be a great closer.

Workshop Objectives:

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board



For more information or to reserve your spot in this workshop, please contact:

Joseph (J.J.) Frazier
President
Mastering the Positive, LLC
Phone: (757) 962-7073
Mobile: (757) 952-8340
Visit: www.masteringthepositive.com
Email: jfraziers@cox.net



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Types of Sales

Common Sales Approaches

Glossary of Common Terms

Module Three: Getting Prepared to Make the Call

Identifying Your Contact Person

Performing a Needs Analysis

Creating Potential Solutions

Module Four: Creative Openings

A Basic Opening for Warm Calls

Warming up Cold Calls

Using the Referral Opening

Module Five: Making Your Pitch

Features and Benefits

Outlining Your Unique Selling Position

The Burning Question That Every Customer Wants Answered

Module Six: Handling Objections

Common Types of Objections

Basic Strategies

Advanced Strategies

Module Seven: Sealing the Deal

Understanding When It's Time to Close

Powerful Closing Techniques

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Module Eight: Following Up

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Resolving Customer Service Issues

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Module Nine: Setting Goals

The Importance of Sales Goals

Setting SMART Goals

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Module Eleven: Using a Prospect Board

The Layout of a Prospect Board

How to Use Your Prospect Board

A Day in the Life of Your Board

Module Twelve: Wrapping Up

Words from the Wise