

# Sales



The field of sales has experienced some dramatic and far-reaching changes over recent years. Today's sales professionals, as well as today's buyers are better educated, more informed, and have more options than ever before. These changes have created new, exciting, and challenging possibilities in every organization. Success requires innovative ideas and finely-developed skills.

Whether you are selling a product or service, whether you represent a well-known, established company or a new start up; one fact remains clear: it is unlikely that you will maintain a competitive advantage unless you discontinue doing things the way you have always done them.

Success in the world of sales depends on your ability to reinvent yourself and your processes and apply them for improved results consistent to your customer's needs.

## A Process for Results

The Sales Development Process offers a comprehensive, concise process that will help develop a skilled, successful sales professional. By uniting current sales skills with a personal development system, a sales professional will uncover a system that will lead to higher levels of achievement. ■

## The Formula For Success

$$\text{Ask + Goals} = \text{PBC} \rightarrow \text{IR}$$

Attitude	Positive	Improved
Skills	Behavior	Results
Knowledge	Change	

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## Critical Issues Covered Within This Process

- The Need to Reinvent Yourself
- The Buying Process
- Building Attitudes for Positive Results
- Resistance to Change
- Prospecting
- The Role of Goals
- A Solution for Every Obstacle
- Referral Sources
- Center of Influence
- The Sales Funnel
- Communication Skills
- Appointments
- The Steps of the Sale
- Effective Questioning Techniques
- Building a Case for Action
- Effective Presentations
- Proposals

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## The Results are Measurable

- Increased Sales
- Increased Market Share
- Strengthened Focus on Attracting, Servicing and Keeping Customers
- More Repeat Business
- Increased Share of Wallet
- Competitive Business Converted
- Increased Income