



Head Office: #305, 300 Kings Bay, Lethbridge, Alberta T1K 5G2

Lethbridge Office: 403.329.0179 | Calgary Office: 403.515.0022

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Boot Camp Sales for the "Anti-Salesperson"

1 - 2 hour

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Participant's profile:

- This session is for "personal sales" compared to "retail sales". Personal sales is where someone must go out and find customers. "Retail sales is considered passive as the sales clerk either takes orders over the phone or waits for someone to come into a store location. That said.... There is **NO REASON** that someone in retail can not go out and find customers, that's being pro-active.
- People just starting out in Sales but unsure how to begin
- People who have a negative perception of Sales
- People who would rather drink "battery-acid" than do any kind of Sales

Learning Objectives:

- Slickster sales people are old school, now if you own your own business or are involved in a business that requires sales; the best approach is one called "relationship selling". This involves talking only to those people who are most likely to need your product or service. Cold Calling is out.... Helping people is in.
- This is a different type of approach to sales. During this highly interactive session, participants will learn that all too often sales people look at customers as "wallets" trying to find ways to "sell" them. In reality a good sales person understands that they must distinguish between a prospect and a lead. This eliminates the frustration of getting a lot of "No" comments, but it also helps the sales person understand that their job is not to sell. This Sales workshop instills these learning objectives thus ensuring long-term relationships with customers.

Participant's Value Received:

- We know there is a resistance to selling. That is why it is becoming increasingly difficult to find and retain sales people. Often it is because they have not received proper sales training or have been trained by "old school" salespeople. Learning the right way to sell creates a sense of pride in the product or service and.... People will thank you for selling them your product or service – really they will!!!

Outline:

1. What is relationship selling?
2. Why is there a resistance to becoming a sales person?
3. The 4 key points that all salespeople must know



"I attended three of Lynda's workshops as I was a new, frustrated business owner. I was unsure of the best approach to contact prospects and was horrified of Sales. Lynda's advice truly helped and has advanced my business."

- Jana Ross, Perfect Weddings, Lethbridge, Alberta