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Anchors Away, Sales for the Terrified (Personal sales not retail)

3 or 6 hour workshop

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Participant's profile:

- 3-hour session is for those who are currently in Sales and want to fine tune their skills.
- 6-hours is for "newbies" those who have never been involved in Sales, Entrepreneurs or New business owners
- People who are just starting out in Sales

Learning Objectives:

- 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, score or win points, their job is to uncover the hurt, pain, illness or need that the sales person's product can cure.
- 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 training to show them how to sell and how to sell effectively and efficiently.

Outline:

1. What is a sales person?
2. IMPACT formula.
3. Why is there a resistance to becoming a sales person?
4. Being professional
 - *Salesperson's Appearance Exercise*
 - *Client Profile Handout*
 - *Closing Ration Handout*
5. Why people buy?
6. The Sales process – 10 steps
7. Prospecting
 - *Big Splash Exercise*
 - *Prospecting Pointers Handout*
8. Using the telephone
9. Handling objections, closing, follow up
10. Summary & Resources



"Regarding Lynda's Sales Workshop - Outstanding presentation! Lynda is a dynamic, enthusiastic, energetic facilitator. Lynda keeps the audience involved with a mix of well-prepared material, presented professionally in "layperson" terms, with relevant examples and thought-provoking questions. Time very well invested!"

- Gerry Karchuk, Bent Creek Western Vacations, Ft. Macleod, Alberta