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## No means no... or does it? - 2 hour Sales Workshop

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### *Participant's profile:*

- Media sales people
- Students in Media Advertising Studies
- Entry-level Media sales people.
- Sales Managers

### *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 to find a solution to prospect's problems that advertising in the sales person's Media can solve.
- Good sales people learn that objections are to be welcomed because that's when a sales person's job really starts.

### *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. For a Media, a revolving door of sales people does not project security in potential advertiser's minds. Often sales people leave because they have not received sufficient training to handle the "No's" that they will hear.
- It takes 5 times the cost and energy to cultivate a new client than it does to keep a current client happy. Participants will learn how to develop a trust factor with their clients which is not only cost effective in increasing repeat sales, but it will also show how "No", does not necessarily mean "No".

### *Outline:*

- Top 4 traits of an effective salesperson.
- Image and Professionalism count.
  - *Salesperson's Appearance Exercise*
  - *Client Profile Handout*
- The Sales process – 10 steps
- Handling objections
  - *Top 5 Objections Exercise*
  - *Closing Ratio Handout*
- Focus on Sales Exercise

