

# ADVANCED SELLING SKILLS



## The Situation

Selling today is more competitive than ever before. Sales success in this market demands a new breed of top calibre professionals with advanced selling skills. Whatever got salespeople to where they are today is not enough to keep them there.

## The Opportunity

Corporate survival today is absolutely dependant on a world-class sales force. As many as 70% of companies do no sales training at all. The ones who do will control the markets of tomorrow. By fielding the best-trained, most highly-skilled salespeople, the company can control its own destiny.

## The Potential

This state-of-the-art training program, custom-tailored to your organisation, will give your people powerful tools, techniques and methodologies that enable them to defeat the competition and achieve their sales quotas on schedule. It will enable them to make an immediate jump in sales performance.

## The Benefits

- Create a world-class sales team
- Learn how to penetrate major accounts
- Identify the multiple decision-makers involved in each sale
- Uncover and solve the real problems of the customer
- Position yourself as the best all-round solution
- Rapid, measurable improvements in sales performance
- Learn how to negotiate, sell against competition
- Greater power, purpose and direction in achieving sales quotas

## Facilitation

Designed to be custom-tailored for your specific market situation. Choose between the Business to Business version which is geared to salespeople selling to businesses or the Individual Series which is formatted for sales to individuals. This interactive, multi-media, three-day training program can be conducted by inside personnel or outside professionals.

## The Program

( Business to Business )

- Challenges of Selling
- Being the Best
- Selling Like a Professional
- Positioning Strategies
- Information Based Selling
- Personal Performance
- Prospecting for Profits
- The Heart of the Sale
- Consulting vs Selling
- Partnering for Profits
- Interviewing Techniques
- Balancing Life and Work
- Gap Analysis
- Building Buying Desire
- Competitor Analysis
- Competitive Strategy
- Reducing Risk
- Leading the Field
- Power and Politics
- Proposing and Presenting
- Holding Your Prices
- Sales Negotiating
- The End Game of Selling

(Individual Series also includes)

- Knowing Your Customer
- Power Prospecting
- People and Influences
- Powerful Presentations

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**TRANSFORMATIONS**

**1300 304 266**

Fax: 03 9909 7788

Mob: 0416 060 075

[www.business-transform.com.au](http://www.business-transform.com.au)

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