



## Selling Smarter

It's no secret that selling has changed in recent years. We are all working harder, with more responsibilities. High pressure selling is no longer effective. Customers want involvement. They want to be recognized and listened to. And they don't want you to forget them once the sale is made. Two key objectives of this one day workshop are to help employees feel more comfortable and skilled in selling to their customers and to help them identify and address some of their customer service challenges.

### **How You Will Benefit**

- Understand the wonderful paradox: helping other people get what they want gives us more of what we want.
- Use goal-setting techniques as a way to focus on what you want to accomplish and develop strategies for getting there.
- Recognize the difference between features and benefits of products and services, and develop a plan for increasing product knowledge.
- Identify the most critical elements of telephone sales and customer service.
- Understand the power of your behavior for more successful sales and customer service.
- Develop communication skills to better share information and to better listen to the customer.

### **What You Will Cover**

- Professionalism
- Defining Why You are in Sales
- Selling Product Benefits
- Managing Time
- Understanding Up-Selling
- How to Avoid the Ten Major Mistakes we Sometimes Make
- Setting SMART Goals
- Networking and Finding New Clients

### **What's Included?**

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

