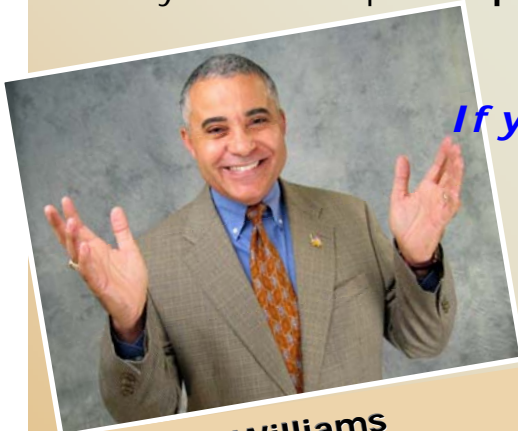




## Strategies for Successful Selling !

*"This is not a casual 'once-over-lightly' sales training course. Participants will be working long, hard hours learning to find solutions to real selling situations." —Bob Weber*

- Have you trained your sales reps in understanding the **relationship** aspects of selling?
- Are your sales reps achieving **their real** potential?
- Do your sales reps practice **personality flexibility** in their selling?
- Do your sales people understand their role in **customer oriented** marketing concepts?
- Do your sales people **fully** understand the **professional** nature of their work?
- Do your sales people have a **master plan** for presale preparation?
- Do your sales reps set **specific** goals for each call they make?



**Eddie Williams**

Eddie's clients include; AFLAC, Sherwin-Williams, Coca-Cola, FedEx, Marriott, Cingular Wireless, Waste Management, and many others. He is a West Point graduate, and former U.S. Army Airborne, Ranger, and Green Beret.

*If you answered **NO** to any of these questions, you may have a problem.*

*We have the solutions!*

### **You will learn how to...**

- ◆ Understand the psychological aspects of selling
- ◆ Prepare customer profiles
- ◆ Conduct pre-sale preparation
- ◆ Recognize and interpret status symbols
- ◆ Be self analytical and introspective
- ◆ Function in a customer oriented marketing concept
- ◆ Tap your untapped potential
- ◆ Persuade customers to your point of view
- ◆ Cope with personality aspects in selling

# Course Objectives

**As a result of attending the workshop participants will be able to:**

- ◆ Manage the 'human side ' of selling situations more effectively
- ◆ Better cope with their customers' behavior patterns
- ◆ Be more flexible in their selling "style"
- ◆ Be more sensitive to the psychological needs of their customers and prospects
- ◆ Plan their sales strategies more effectively with a goal setting approach
- ◆ Utilize a "strategy for persuasion" to close more sales and overcome objections

**Duration: 2 1/2 days: 8:00 a.m. to 5:00 p.m.**

**8:00 a.m. to noon last day**

## Course Description

**I. The professional nature of sales work —**  
difference between a "pro" and an "amateur"

**II. Effective pre-sale preparation**

- A. Making an "estimate of the situation"
- B. The goal setting process
- C. Identifying the problem areas
- D. Things to consider in planning tactics

**III. The psychological make-up of a customer**

- A. Why customers act the way they do
- B. Heredity inputs/outputs
- C. Environmental inputs/outputs

**IV. The "concept of self" in selling**

- A. the self images at work
- B. Selling to the correct "image"
- C. How sales reps threaten the customer's image
- D. How customers wish to be seen

**V. Status—key to the self image**

- A. The barriers between customers and sales people
- B. The window of the self image (getting through the barriers)
- C. "Seeing what we look at"

**VI. Temperament and personality in selling**

- A. Sales reps... "know thyself"
- B. Coping with personality differences
- C. How to interact effectively with the customer

**VII. The psychology of persuasion**

- A. The five step process
- B. The emotional factors
- C. The rational factors

**VIII. The belief system for success in selling**

- A. Developing a belief system (philosophy for success)
- B. Sensitivity and success
- C. Self development for professional sales reps



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