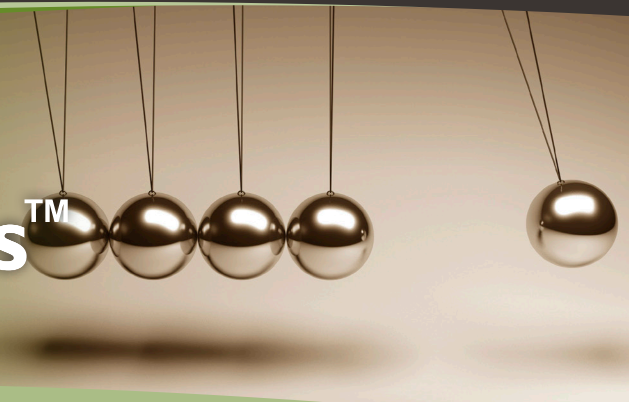
Client-Centered Sales™



Sell with Confidence

Arm your team with the tools they need to develop and execute sales plans that get results. By using a non-manipulative, client-centered approach, your sales team can convert more incoming sales inquiries and make better sales calls every week, thus driving incremental revenues.

Signature Canada, a leader in sales and customer service training, delivers a high-energy, interactive session filled with role-plays and best practices that will help anyone responsible for closing a sale!

Whether a rookie or veteran sales person, this training session will help individuals take a more proactive, disciplined approach to selling in order to see significant and sustainable increases in revenue.

The Client-Centered Sales™ Course Covers:

- Establishing credibility and rapport within the first minute of a customer interaction
- How to ask better questions and be a better listener
- How to maintain higher prices and offer alternatives
- Responding to issues, concerns and objections
- Gaining commitment that builds client loyalty
- Asking for the business at the right time and in the right way

By giving sales representatives turnkey techniques that improve the quality of their sales efforts, they will achieve sales goals and have the confidence to deliver the type of client experience that boosts profits.

Description

This training session teaches participants a simple formula for better selling that is guaranteed to increase conversion rates and revenues by building transactional and relationship selling skills.

Who Should Attend?

- Vice Presidents of Sales
- Directors of Sales
- Sales Managers
- Business Development Managers
- Regional Managers
- Account Managers
- Sales Representatives
- Inside/Outside Sales Teams
- Field Sales Representatives

Learning Objectives

Through a variety of techniques, including role-playing, employees will learn:

- How to approach clients by both taking and making sales calls
- Techniques used to receive information from clients
- How to assess if the client is the "right match" for your company
- How to present benefits by fulfilling both emotional and logical needs
- How to shift conversations to avoid presenting prices too soon in the sales process
- How to verify information to ensure understanding and advance the sale
- How to respond to clients' objections
- How to gain commitment from clients to advance the sale.

Signature® CANADA
solutions d'affaires et de formation
business and training solutions

598 Victoria Avenue, Box 36554 | St-Lambert, QC J4P 3S8 | 450.923.0065

www.signaturecanada.ca