



Winning Strategies for Increasing Sales

Duration: One day

Time: 9am – 4pm

For: Service Professionals

PROGRAM OBJECTIVES

This workshop is about the strategies, tactics, and techniques you need to understand and use to turn prospects into customers and customers into partners. This workshop is about the things you need to do to keep customers coming back again and again.

This workshop is about building and maintaining long-term relationships. It is also about a commercial relationship called buying. It is also about creating trust and respect between two people – the buyer and you, the seller.

This workshop is also about you and the attitudes and mindset, tactics and techniques you must master to succeed at selling as a career. It is about the preparation, skill, and work it takes to make a sale and succeed with your customers

METHODOLOGY

Workshop consists of lecture/discussions, visual aids, individual and group activities.

Content Domain

- The roles of sales people
- The characteristics of the successful sales person
- Attitude and its impact on sales
- Developing a healthy attitude towards sales
- The multiple personalities of successful salespeople
- Critical components in the sales efforts
- Using your best voice when dealing with the customer
- The power of words
- Using personal words to draw customer into the conversation
- The impact of **Total Listening** on sales
- Impression Management
- The five-step approach to the telephone appointment
- The successful face-to-face sales formula
- Developing and managing the long-term relationship

Tel: 876-754-3263

csaj@cwjamaica.com