

## Effective Selling Skills for Women

### Prospecting

So how do you go about in finding those new customers who will want to buy your product? **Learn a systematic approach with regard to how, where and with whom to best spend your time as you look to find more new business.**

### Have an Objective

Without an objective, the call is usually a waste of time, and you will never know whether the call was a success. There can be various levels of success for each call. Make an approach in a way that separates you from the competition. **Discover how being prepared with well designed objectives including steps within the objectives, can determine your level of success.**

### Probing

"Probing" is asking questions in such a manner that you obtain the maximum information about your prospect's situation, attitudes, circumstances, position and anything else that will help your chance of success in your sales project. **Learn about the two types of questions required to obtain the necessary information about your prospect.**

### Listening

Research shows that more than half of what has been heard will be forgotten within twenty-four hours. As a sales professional you have to be a good listener. If you don't listen, you won't know the next question to ask to make sure you get the information that's crucial to your sales effort. **Learn how very little talking and a lot of listening, provides an opportunity to identify a prospect's needs.**

### Handling Objections

Objections are a normal and healthy component of the sales process. The difficulty for most sales reps is the psychological and technical challenge of meeting the objection head on.

### Buying Signals

Throughout the sales process, you will be getting a multitude of signals from your prospects, some will be verbal, but most will be non verbal. **Learn to recognize and read these signals, as they will give you an indication of how close you are to making the sale.**

### Ask for the Order

In complex sales, much time, and frequently more than one sales meeting may have occurred between the first appointment and the final handshake. With a summary of the previous conversations, you will help the prospect by reviewing the important facts before asking for the order.

### Dress for Success

Learn the sixteen ways to change your life by changing the way you dress.

### Sexual Harassment

Learn the key characteristics and the detrimental effects of sexual harassment.

### Follow – Up

After all your preparation, your presentation and successful close, you got the sale. This is not the end of it. Discover how this is just the beginning, and make sure your new customer becomes a continuing customer.