

5 Selling Skills Beyond the Basics

The Key to Generating Repeated Sales

- How to turn your sales into repeated business
- 51 Reasons why people buy and keep buying
- Building a successful sales or career or business
- Eight tips for increasing your sales income

Finding Your Ideal Customer

- Getting customer feedback and using it to improve your sales
- Rules of value-added selling and service
- Giving customers a good reason to keep on buying
- Focus on your best customers

How to Up-Sell for Increased Sales and Commissions

- Foundations of a sale
- Building your Account Management database
- Secrets to getting great work of mouth and repeat sales
- Steps to delivering quality and getting repeat orders

Customer Service Redefined

- Three basic customer relationships
- Would you buy from yourself
- Asking the right questions and finding the qualified customers
- Customer service as a sales tool

Principals of Powerful Negotiation Techniques

- Steps in negotiation process
- Techniques to help you become a powerful negotiator
- A 60 second reminder
- Use today's technological tools to improve your sales approach

A Proven System of Account Management

- What is the System?
- How to use the System to improve your sales
- Getting your customers to sell you
- Customer follow – up