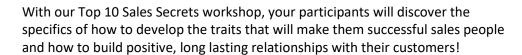


# **Top 10 Sales Secrets**

No one is born a sales person. No one has a special gift that makes customers buy products/services. Everyone can however, learn how to sell successfully. By learning to communicate with customers, build lead lists, and sell the company's services with authority, anyone can be a successful sales person.





#### **Course Outline:**

# **Module One: Getting Started**

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

#### **Module Two: Effective Traits**

- Assertiveness
- Emotional Intelligence
- Solve Problems
- Close
- Case Study
- Module Two: Review Questions

### **Module Three: Know Clients**

- Research
- Customer Values
- Customer Needs
- Anticipate Needs
- Case Study
- Module Three: Review Questions

### **Module Four: Product**

- Know Your Product
- Believe in the Company/Product
- Be Enthusiastic
- Link Product to Customer's Values
- Case Study
- Module Four: Review Questions



### **Module Five: Leads**

- Sift Leads
- Time vs. Cost of Pursuing Leads
- Let Go of Leads Going Nowhere
- Focus on Positive Leads
- Case Study
- Module Five: Review Questions

## **Module Six: Authority**

- Develop Expertise
- Know Your Competition
- Continue Education
- Solve Customer Problems Using Authority
- Case Study
- Module Six: Review Questions

### **Module Seven: Build Trust**

- Testimonials
- Be Transparent
- Be Genuine
- Take on Customers' Point of View
- Case Study
- Module Seven: Review Questions

## **Module Eight: Relationships**

- Listen Actively
- Communicate Often
- Rewards
- Build New Relationships
- Case Study
- Module Eight: Review Questions

### **Module Nine: Communication**

- Be Prepared, Not Scripted
- Use Humor
- Be Yourself
- Thank and Reward
- Case Study
- Module Nine: Review Questions



### **Module Ten: Self-Motivation**

- Value Your Work
- Reward Achievements
- Focus on Success
- Do Not Procrastinate
- Case Study
- Module Ten: Review Questions

### **Module Eleven: Goals**

- SMART Goals
- Long-Term Goals
- Short-Term Goals
- Track and Modify
- Case Study
- Module Eleven: Review Questions

# **Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations