

# Selling Smarter Not Harder

It's no secret that selling has changed in recent years. This is an exciting and dynamic profession, yet it is one of the most underrated and misunderstood, at least in recent years. The back-slapping sleazy, joke-telling huckster has disappeared and in his place is a new generation of sales professionals—highly trained and groomed, with the characteristics of honesty, trustworthiness, and competence.

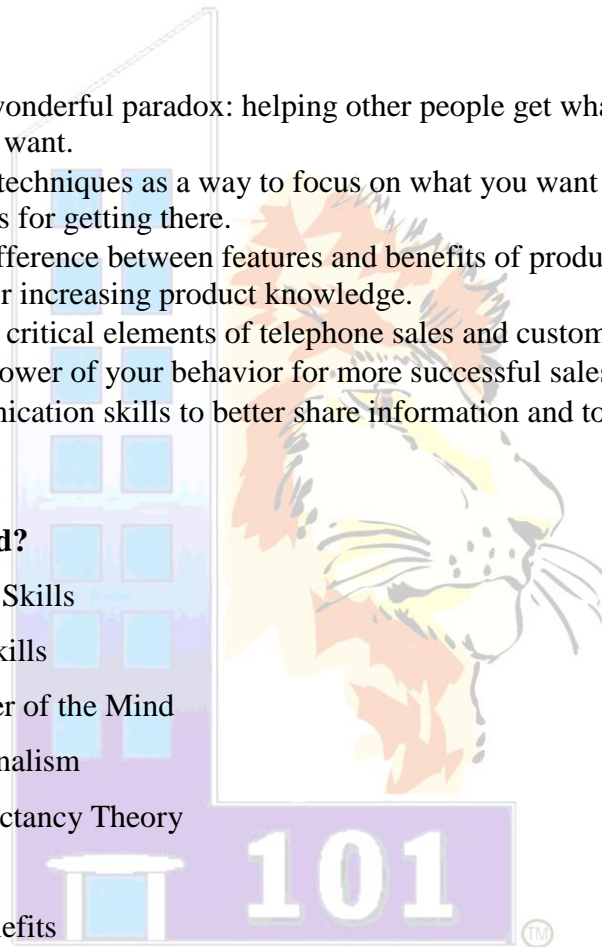
Broadly defined, today's top salespeople are in the business of identifying needs and persuading potential customers to respond favorably to an idea that will result in mutual satisfaction for both the buyer and the seller. This workshop will help you develop those skills, enabling you to sell smarter.

## Workshop Benefits:

- Understand the wonderful paradox: helping other people get what they want gives us more of what we want.
- Use goal-setting techniques as a way to focus on what you want to accomplish and develop strategies for getting there.
- Recognize the difference between features and benefits of products and services, and develop a plan for increasing product knowledge.
- Identify the most critical elements of telephone sales and customer service
- Understand the power of your behavior for more successful sales and customer service.
- Develop communication skills to better share information and to better listen to the customer

## What Will Be Discussed?

- ✓ Essential Selling Skills
  - Selling Skills
  - The Power of the Mind
  - Professionalism
  - The Expectancy Theory
- ✓ What is Selling?
- ✓ Features and Benefits
- ✓ SMART Goals
- ✓ Time Management
- ✓ Customer Service
- ✓ Types of Selling
  - The Three Types
  - Our Values
- ✓ Ten Major Mistakes



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- ✓ Finding New Clients
  - Where to Find New Clients?
  - Networking Tips
- ✓ Selling Price
  - Top Fifteen Activities That Make You Successful at Closing the Sale

