

RACC's Schmidt Training and Technology Center presents

Fundamentals of a Sales Professional

Ever wonder how great sales people build customer relationships, improve forecast accuracy, and grow profitable sales?

This program outlines the habits, activities and techniques of outstanding sales professionals. You will learn how to balance prospecting, selling and servicing along with techniques to shift from “how can I sell you” to “**how can I add value to your business**”. During this session, we lay out specific steps and processes to both measure and track your sales numbers to exceed your goals. In the end, we help you and your sales team become a trusted advisor - an integral part of your customer’s business!

Key Takeaways:

- ❖ Creating a Consultant Mindset – How do I serve the customer?
- ❖ Prospecting Techniques to capture the right leads for you
- ❖ The successful sales interview – what questions to ask to provide value to a prospect
- ❖ Understanding your style and your customer’s buying style
- ❖ How to handle objections based on the 80/20 rule
- ❖ Learn how put a process in place to ensure you take the right steps to meet your goals
- ❖ The eight steps to an effective sales presentation
- ❖ Closing more deals faster through shortening the sales cycle

Thursday, February 14, 2019

Workshop held 9:00am – 4:00pm
Room T120

Schmidt Training and Technology Center
15 South Front Street, Reading PA 19601



Registration Information – 610.607.6235 or 610.607.6231 to register with credit card
To register on-line, see instruction at bottom of accompanying email.

Course: ZBUS 425 1218

Effective Sales Training

Cost: \$495 / person (includes Certificate, Course Materials, Box Lunch and Refreshments)