



EFFECTIVE SELLING STRATEGIES

Professional Selling as a Career
How to Use This Program for Maximum Results
Program Methods
Attitudes
Group Participation
Conferences
Short-Term Goals
Time
Accountability
Tracking Your Progress

ONE: DEFINING YOUR TARGET MARKET

The Power of Target Marketing
Choosing Your Target Market
Determining the Needs of Your Target Market
Approaching Your Target Market Through Relationships
Prospecting Attitudes and Activities
Profile of a Class "A" Prospect
Methods of Prospecting
Obstacles to Professional Referral Prospecting
The Referral Prospecting Process
How Value Added Service Fits In

TWO: APPROACHES THAT SELL

What Is the Approach?

Pre-Approach Communication
The Telephone Approach
Systematic Telephone Approach
Other Approaches

THREE: THE SALES INTERVIEW

What is a Sales Interview?
Why Have a Planned Interview Process?
Learning the Interview Process
The Nine-Step Interview Process
Preparation for the Interview
Focusing on the Prospect's Self-Interest
Ensuring Favorable Conditions
Adding Interest to the Interview

FOUR: DISCOVERING PRIME BUYING MOTIVES

What Prospects Want and Why
Know Yourself
Know Your Prospects
The Power of Probing
Asking Probing Questions
Listening Pays Off

FIVE: HOW TO CLOSE SALES

Closing Principles
Recognizing Buying Signals

Selecting the Right Closing
Steps to Mastering Closing Techniques
Don't Buy Back Your Sale!
Don't Leave Business on the Table!
Asking for Referrals
Becoming a Closing Expert

SIX: OVERCOMING STALLS AND OBJECTIONS

Handling Stalls
Objections as Buying Signals
Handling Objections
Countering Objections
Handling the Price Objection
Disagree Without Being Disagreeable

