

# winning today

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| description       | A one-day programme to introduce the basic Advanced Training sales concepts.   |
| who should attend | Sales managers wishing to explore our concepts<br>Staff needing basic sales training.  |
| features          | <p><b>Attitude – the vital ingredient</b></p> <ul style="list-style-type: none"><li>• The value of positive thinking.</li><li>• 30 attributes of the star performer.</li><li>• Self esteem.</li><li>• Sales – the key to business success.</li><li>• The power of total belief.</li><li>• The current market – a tremendous opportunity.</li><li>• The ingredients for sales today.</li></ul> <p><b>Preparation – the key to success</b></p> <ul style="list-style-type: none"><li>• The professional versus the amateur.</li><li>• Identifying who to sell to.</li><li>• Qualifying prospects.</li><li>• Making appointments with prospects</li><li>• Raising our esteem in the prospect's eyes.</li><li>• Obtaining and using referrals.</li></ul> <p><b>Effective Presentations that get the business</b></p> <p>Understanding what makes people buy.<br/>Raising prospect desire.<br/>Effective presentation skills.<br/>Developing wants as opposed to fulfilling needs.<br/>Psychology of the sales process.<br/>Body language - using it to your advantage.<br/>Reducing sales pressure.<br/>How and when to close.<br/>Objections – recognising and handling them.</p> |
| format            | Tutorial presentation of ideas and concepts with full delegate participation. Uses group discussion, practical business scenarios and sales presentations by delegates to identify where and how the concepts can best be applied in the workplace to improve business results.  |
| benefits          | <ul style="list-style-type: none"><li>• Improved sales awareness for all delegates.</li><li>• Many workable sales ideas.</li><li>• Improved sales confidence.</li><li>• Improved sales for the company.</li><li>• Improved individual attitudes.</li></ul>   |

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## For more details of our consultancy and training support

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