

Sales Boost

4 hours

I. Who are we?

- What is our competitive advantage?
- Who is our ideal customer?
- Besides the perfect customer...
- Tag lines

II. Needs Analysis

- Inquiry – The beginning of Closing
- What customers want and what they'll pay for
- How to avoid 99% of the problems at Closing

III. Listening

- How to keep a conversation going
- What to listen for
- How to listen
- How to apply the what and how of listening to Closing

IV. Closing

- Prepare to win
- Mind-sets of Closers
- Kiss me or Slap me!
- Thank you sir, may I have another?
- Closes that work

Sales Boost: Goals and Results

Salespeople will learn:

- **Their competitive advantage**
- **Who is their ideal customer**
- **How to Pre-Close customers**
- **How to turn Needs Analysis into Closing**
- **How to listen**
- **What to listen for (buy signs)**
- **How to keep a conversation going**
- **To avoid number one problem in Closing**
- **Closing techniques that work**