

Sales Solution

One Year Leadership Sales Program

Sales Solution is challenging with plenty of review and skills practice. The power of ongoing training is in reinforcement. Salespeople learn sales skills and these skills are reinforced through practice. While salespeople are always learning new skills, they are also reviewing sales skills already learned. Salespeople in will practice what they learn so they can reproduce these skills in the heat of battle. Through practice and reinforcement salespeople make these skills their own.

Salespeople come away with professional level sales skills in all areas of sales greatness. Salespeople get a ‘Classical’ education in sales, learning from great sales masters and positive thinkers.

Every group will have different needs, a different pace. We customize our programs to the needs of your group.

Above all, salespeople learn to apply this learning to their day to day, call by call sales presentations. Reality Sales Training gives sales people the skills to sell and succeed!

Sales Solution

1st Qtr

1. Intro
2. Scripting: Planning for success in your first call
3. Prospect Call
4. Prospecting practice
5. Inquiry, Needs Analysis, Request for Quote
6. Inquiry practice
7. Inquiry practice
8. Evaluation: Prospect Call
9. Evaluation: Inquiry Call

2nd Qtr

1. Full Disclosure Selling
2. Practice Full Disclosure Selling
3. Firm Offers and Last Looks
4. Closing
5. Closing practice
6. Closing practice
7. Closing practice
8. Increasing margins
9. Practice Increasing margins

3rd Qtr.

1. Selling Volume
2. Practice Selling Volume
3. Claim Prevention and Resolution
4. Selling in Up and Down Markets
5. Listening
6. Practice listening
7. Personality types
8. Practice selling different personality types
9. Closing

4th Qtr

1. Three levels of customer involvement
2. Leadership and Salesmanship
3. Leadership speech
4. Practice leadership speech
5. Time Management
6. Account management
7. Your three employees
8. Vision Statements
9. Goal Setting

Sales Solution: Goals and Results

Management goals and results

- **Complete understanding of sales force strengths and weaknesses**
- **Weeding out of non-productive, “bad-apple” salespeople faster**
- **Culture building. Since we work closely with you on content and presentation, you will have control over the kind of culture you are building.**
- **Team building. Sales training is a group experience that builds sales teams.**
- **Valid (additional) tool for performance review**
- **Increased sales and margins**

Sales goals and results

Salespeople will learn:

- **Their competitive advantage**
- **How to Prospect for Profitability**
- **How to turn “Needs Analysis” into Closing opportunities**
- **New techniques to Close more sales**
- **To solve the number one problem in Closing**
- **How to Increase margins**
- **How to sell volume**
- **How to avoid and solve claims**
- **How to sell in up and down markets**
- **How to listen, what to listen for, and how to keep a conversation going**
- **To communicate with all personality types**
- **To communicate in and through difficult situations**
- **To communicate with their co-workers**
- **How to sell customers as business partners**
- **How to stop selling as an adversary**
- **To negotiate effectively**
- **How to speak and sell like a leader**
- **Time management**
- **Account management**
- **How to think and plan for a better career in sales**