

WEALTH & EMPOWERMENT INSTITUTE IN ASSOCIATION WITH TRACY INTERNATIONAL

ADVANCED SELLING SKILLS

The New Psychology of Selling II



THE SITUATION

Selling today is more competitive than ever before. Sales success in this market demands a new breed of top calibre professionals with advanced selling skills. And whatever got salespeople to where they are today is not enough to keep them there.

THE OPPORTUNITY

Corporate survival today is absolutely dependent on a worldclass sales force. As many as 70% of companies do no sales training at all. The ones who do will control the markets of tomorrow. By fielding the best-trained, most highly skilled salespeople, the company can control its own destiny.

THE POTENTIAL

This state-of-the-art training program, custom-tailored to your organization, will give your people powerful tools, techniques and

methodologies that enable them to defeat the competition and achieve their sales quotas on schedule. It will enable them to make an immediate *jump* in sales performance.

THE BENEFITS

- Create a world-class sales team.
- Learn how to penetrate major accounts.
- Identify the multiple decision makers involved in each sale.
- Uncover and solve the *real* problems of the customer.
- Position yourself as the best all-around solution.
- Rapid, measurable improvements in sales performance.
- Learn how to negotiate, sell against competition.
- Greater power, purpose and direction in achieving sales quotas.

FACILITATION

Designed to be custom-tailored for your specific market situation. Choose between the *Business to Business* version which is geared to salespeople selling to businesses or the *Individual Series* which is formatted for sales to individuals. this interactive, multimedia, three-day training program can be conducted by inside personnel or outside professionals.

THE PROGRAM

(Business to Business)

1. Challenges of Selling
2. Being the Best
3. Selling like a Professional
4. Positioning Strategies
5. Information Based
6. Personal Performance
7. Prospecting for Profits
8. The Heart of the Sale
9. Consulting vs. Selling
10. Partnering for Profits
11. Interviewing Techniques
12. Balancing Life and Work
13. Gap Analysis
14. Building Buying Desire
15. Competitor Analysis
16. Competitive Strategy
17. Reducing Risk
18. Leading the Field
19. Power and Politics
20. proposing and Presenting
21. Holding Your Prices
22. Sales Negotiating
23. The End Game of Selling
24. The New Paradigm

(Individual Series)

5. Knowing Your Customer
7. Power Prospecting
19. People and Influences
20. Powerful Presentations

WWW.BRIANTRACY.NET.AU
P: 1300 795 129 · F: 03 8456 6085 · M: 0434 547 691
EMAIL: WEALTHEMPOWERMENT@GMAIL.COM