

# Sales Success™

## overview

Sales Success™ is a transformational training program that changes the way sales professionals understand and interact in the sales process. Our consultative, relationship-based approach uncovers client needs & supports both buyer and seller in win-win purchases.



The Sales Success™ training program provides a dynamic process for achieving your sales goals—no matter your product or service. Incorporating instruction, demonstration and role plays, this unique Sales Success™ program expands your toolbox of successful sales strategies while leading you to richer success with today's enlightened buyers.



**BoldNewDirections**

TRANSFORMING PEOPLE & PERFORMANCE

## workshop benefits

- ▶ Transforms Understanding of Consultative Selling
- ▶ Expands Personal Power for Effectiveness
- ▶ Uncovers New Approaches for Differing Personalities
- ▶ Delivers a Dynamic Formula for Strong Sales Results
- ▶ Demonstrates How Conversational Discovery Works
- ▶ Heightens Ability to Overcome Objections
- ▶ Teaches a Mutual-Gains Strategy
- ▶ Aligns Relationship Building and Sales Process
- ▶ Reveals the S.H.A.R.E.S. Model for Success

## who should attend

- ▶ All Sales Managers
- ▶ All Sales Representatives
- ▶ Everyone involved in the Sales Process

## workshop materials

Every participant receives a Sales Success™ Workshop Manual, containing an overview of the course plus worksheets, examples and exercises.

1-800-501-1245

[info@boldnewdirections.com](mailto:info@boldnewdirections.com)

[www.BoldNewDirections.com](http://www.BoldNewDirections.com)

# Sales Success™

## discount options

Ask us about our volume discounts for booking multiple workshops for your company, organization or association conference.

## one day option

This workshop may be offered in a one day format with follow up coaching. Contact us for more information or to discuss your organization's unique needs.

## book your workshop

Contact us today to discuss pricing and scheduling options that suit your organization.



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## day one

- ▶ Benchmarking Your Sales Process
- ▶ Rediscovering Human Interactions
- ▶ Understanding Six Critical Buying Factors
- ▶ Exploring Buyers' Motives
- ▶ Starting Conversations Effectively
- ▶ Communicating Value
- ▶ Crafting Powerful Questions
- ▶ Employing Levels I & II Listening Skills
- ▶ Practicing via Role Plays

## day two

- ▶ Reviewing Day One Learning
- ▶ Handling Q & A Skillfully
- ▶ Guiding with Assertiveness
- ▶ Refining the Soft-Angle Close
- ▶ Handling Push-Back
- ▶ Overcoming Objections
- ▶ Evaluating Your Effectiveness
- ▶ Practicing via Role Plays
- ▶ Summarizing with Action Planning

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