

Effective Sales Communication



The Rules of Selling will open doors unlike any other tactic or strategy. When truly mastered, these rules become the foundation for a sales professional's long term career success.

WHY EFFECTIVE SALES COMMUNICATION?

Effective Sales Communication is a two-day sales training program that provides the participants the fundamental concepts and skills necessary for conducting effective face to face conversations with clients which result in building relationships.

These fundamental rules allow sales professionals to achieve high standards of excellence in terms of the service they provide and the quality of relationships they develop through out their career.

In Effective Sales Communication, participants are introduced to The Five Rules and they learn and practice the selling skills they need to apply these rules to their own selling situations.

Rule One: Establish a clear call direction.

Rule Two: Gain an in-depth understanding of the customer's situation and issues.

Rule Three: Introduce appropriate information.

Rule Four: Keep the conversation moving.

Rule Five: Seek an appropriate commitment.

Through out the program, participant's learn the value of listening to their customers, keeping the conversation focused on the customer's needs and providing effective solutions which address their customer needs. These sales behaviors enhance participants' productivity and increase their value to customer as true business partners.

During the seminar, participants learn techniques for gaining an in-depth and empa-

thetic understanding of their customers' situation and issues. They learn to move the conversation towards a reasonable and realistic next step in the sales process.

WHAT PARTICIPANTS SAY ABOUT THE PROGRAM

" A solid critical skills program."
 "The rules appear basic, but it is much harder to put them into practice. Loved it!"
 "This is a solid first step for our selling organization!"

But perhaps even more important to their sales success is that they learn to help their customers succeed by taking a genuine interest in helping customers resolve their problems and achieve their

goals.

Effective Sales Communication will show participants how to conduct their sales conversations in a way that builds customer trust and confidence and fosters healthy long-term relationships between their customers and their organization.

"Seek first to understand - then to be understood. First the diagnosis, then the prescription.

- Stephen Covey

In business, the competition will bite you if you keep running. If you stand still, they will swallow you.

- William S. Knudsen

If you make a sale you make a living. If you make an investment of time and good service in a customer, you can make a fortune.

- Jim Rohn

TARGET POPULATION

Relationship Managers and Sales Professionals in any industry

COURSE LENGTH

One Day

BENEFITS OF

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As a result of participating in Effective Sales Communication, salespeople improve their ability to:

- Conduct sales conversations in a way that develops business relationships based on trust and confidence
- Establish a clear call objective direction that sets the tone for a professional sale conversation
- Use general and specific questions to gain an in-depth understanding of their customer's situation and issues
- Provide the information customers need to make sound decisions
- Keep their sales conversations moving forward
- Seek the appropriate level of commitment with customers

Methodology

The activities of **Effective Sales Communication** focus on skill development and mastery. In **Effective Sales Communication**, participants learn through a variety of carefully designed activities. They:

- **Acquire** key concepts and skills through targeted readings and written review exercises
- **Observe** video vignettes of customer comments regarding effective and ineffective approaches to selling
- **Watch** and discuss video models of the program skills being used in a realistic sales situation
- **Practice** the skills associated with each rule in a variety of small and large group exercises
- **Participate** in large and small group discussions to share experiences and ideas and strengthen their understanding
- **Apply** each rule and the associated skills to their own sales situations

For more information on *Effective Sales Communication*, please contact:

Sales Effectiveness Inc.

570 W. Crossville Rd - Suite 103
Roswell, GA 30075
770-552-6612 - voice
770-643-8205 - fax
www.saleseffectiveness.com

