

Sales

Overview

We've all heard of the elevator pitch; sell your prospect in 30 seconds or less. That's just the tip of the ice berg. Not only will you understand how you can solve your customer's issues, you become branding ambassadors. This course, using the 'pull strategy' teaches you 1.) how to gather critical information and 2.) how to turn your customers into the hero of your story. All taught through improvisation exercises. Every hero has a problem to solve, and that's where you and your product or services come in.

Objectives

- Adapt your message so your sales pitch doesn't come across as wooden or generic
- Use bullet points so you are natural and spontaneous with the audience
- Have a solid beginning, middle and end
- Make the story personal, a personal anecdote always sells better
- Make customers the heroes
- Create your story and practice within a supportive environment
- Become a Branding Ambassador.

Who Should Attend

This course is designed for the sales force, sales managers and executives who want to develop sales stories that will engage buyers and close deals.



Getting Comfortable with Stories

Not everyone is comfortable telling stories. Here are some steps to help become comfortable:

1. Be excited about your product or service.
2. Learn how to manufacture enthusiasm.
3. Be persistent and follow up with your customers.
4. Use the power of your body language to influence and persuade.
5. Tell your story in 60, 30, 15 and 5 seconds. You will know your product and services strengths inside and out.
6. Socialize with your customers until you feel very relaxed. (It's not all about business.)
7. Help other people make sales. By working with someone else's prospective customers and having nothing to lose yourself, you will feel more relaxed and confident. Once you score a sale for someone else, it's back to your own prospects again.