

# Effective Selling Strategies<sup>®</sup>

## Selling Development Schedule

"Sales are contingent upon the attitude of the salesman, not the attitude of the prospect." William Clement Stone

### Schedule of Sessions

Pre-conference Goal setting                      one-on-one or group session

Kick off meeting                                      including Planning Tool training

#### LESSON ONE: *Defining Your Target market*

- ✓ The Power of Target Marketing
- ✓ Choosing Your Target Market
- ✓ Determining the Needs of Your Target Market
- ✓ Approaching Your Target Market Through Relationships
- ✓ Prospecting Attitudes and Activities
- ✓ Profile of a Class "A" Prospect
- ✓ Methods of Prospecting
- ✓ Obstacles to Professional Referral Prospecting
- ✓ The Referral Prospecting Process
- ✓ How Value Added Service Fits In
- ✍ *Plan of Action*
- ✍ *Daily work organizer*

#### LESSON TWO: *Approaches that sell*

- ✓ What Is the Approach?
- ✓ Pre-Approach Communication
- ✓ The Telephone Approach
- ✓ Systematic Telephone Approach
- ✓ Other Approaches
- ✍ *Plan of Action*
- ✍ *Daily work organizer*

#### LESSON THREE: *The sales interview*

- ✓ What is a Sales Interview?
- ✓ Why Have a Planned Interview Process?
- ✓ Learning the Interview Process
- ✓ The Nine-Step Interview Process
- ✓ Preparation for the Interview
- ✓ Focusing on the Prospect's Self-Interest
- ✓ Ensuring Favorable Conditions

- ✓ Adding Interest to the Interview
- ✍ *Plan of Action*
- ✍ *Daily work organizer*

**Mid-Term Evaluation**

**LESSON FOUR: *Discovering Prime Buying Motives***

- ✓ What Prospects Want and Why
- ✓ Know Yourself
- ✓ Know Your Prospects
- ✓ The Power of Probing
- ✓ Asking Probing Questions
- ✓ Listening Pays Off
- ✍ *Plan of Action*
- ✍ *Daily work organizer*

**LESSON FIVE: *How to close sales***

- ✓ Closing Principles
- ✓ Recognizing Buying Signals
- ✓ Selecting the Right Closing
- ✓ Steps to Mastering Closing Techniques
- ✓ Don't Buy Back Your Sale!
- ✓ Don't Leave Business on the Table!
- ✓ Asking for Referrals
- ✓ Becoming a Closing Expert
- ✍ *Plan of Action*
- ✍ *Daily work organizer*

**LESSON SIX: *Overcoming stalls and objections***

- ✓ Handling Stalls
- ✓ Objections as Buying Signals
- ✓ Handling Objections
- ✓ Countering Objections
- ✓ Handling the Price Objection
- ✓ Disagree Without Being Disagreeable
- ✍ *Plan of Action*
- ✍ *Daily work organizer*

**Final Evaluation**

**Review and Participants Graduation**

## *Daily-work organizer*

### ***Introduction:***

- ✍ Why a Daily Organizer?
- ✍ Developing Your Plan for Success
- ✍ Managing by Priorities
- ✍ Forming Good Work Habits

### ***Goal Setting For Sales Success:***

- ✍ Reinforcement Through Affirmation
- ✍ Putting Goal Planning Into Practice

### ***Income Needs And Goals:***

- ✍ Personal Income Required to Achieve My Goals
- ✍ My Business Expense Requirements
- ✍ Summary of Income Needs and Goals
- ✍ Specific Action Plan for Sales Activity

### ***Plans For Sales Success:***

- ✍ Success Essentials Checklist
- ✍ Monthly Work Plan
- ✍ Weekly Work Plan

### ***Four: Achieving Sales Goals:***

- ✍ Sales Goals Tracking Sheet
- ✍ Weekly Goal Tracking Sheet
- ✍ Record of Sales

### ***Reporting Your Activity:***

- ✍ Record of My Activities Report (ROMAR)
- ✍ Monthly Activity Recap

### ***Plan For Career Development:***

- ✍ Career Development and Training Plan
- ✍ Goals for Incentives and Awards

### ***Accomplishments***