

SELLING IS NOT A DIRTY WORD®

Program Overview

**SELLING IS NOT
A DIRTY WORD**

Don't believe what you've seen or you've heard - Selling may just save your business!

Have you always wondered how to capitalise on the potential of your business?

Effective and professional salesmanship is a worlds away from the 'pushy' car sales stereotype. This presentation will show you how to succeed - it's not rocket science.

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Challenge the perceptions of 'sales' and discover skills that will help your business grow. This fun presentation or seminar explains straightforward techniques that simply boost your selling power. Entertaining anecdotes help participants understand the modern customer and clarify what motivates them to buy. Mike will challenge the status quo and change your belief in what your business can actually achieve. Tips, traps and treats are shared out to participants and opportunities to share, engage and discuss personal challenges are at every corner.

Workshop activities can be added to supplement the presentation to meet your particular business needs. these include:

- Workbook for participants to populate;
- Implementation Plans to start right away;
- 12 Week Follow Up supporting plans and emails.

(Can be run as a 90 minute presentation, half day or full day seminar)

As a result of the the Selling Is Not A Dirty Word® 90 minute presentation, participants will:

- Learn why consumers buy;
- Understand the behaviours, skills and characteristics of high performing sales people;
- Have your Sales Process revealed;
- See essential Sales Skills in action and learn how to adapt them;
- Develop their own personal 30 Day Re-entry Plan.

Industry groups and associations are advised that this is a great presentation to offer to members. Team or business tables are encouraged and provide the opportunity to work through ideas and plans together.

Further enquiries on the number below.