

The
“New Sell & Prosper”
Seminar



THE PROSPER GROUP

The “New Sell & Prosper” Seminar.

When you are selling against competition the ability to promote, influence, persuade and negotiate are essential in determining success in selling.

The “New Sell & Prosper” Seminar is designed to achieve two aims. Firstly, it shows delegates how to build and maintain profitable relationships with their customers. Secondly, it equips salespeople how to broaden their sales skills in order to meet the everyday demands of competition.

The programme covers a wide range of skills to cover every aspect from making effective appointments to getting a decision from a customer. Delegates are given many case studies to assist with the implementation of the skills learnt.

Great emphasis is placed on the “Inner Game of Selling” to assist delegates to gain and maintain a positive attitude towards the sales process.

CONTENT

The Principles of Relationship Selling

- Transfer of Training
- The New and Old Methods of Selling
- The New Sales Cycle

The Inner Game of Selling

- Motivational techniques
- Dealing with the “fear of rejection”.
- The Performance Loop.
- Goal setting for prosperity.

Making Effective Appointments.

- The power of the telephone.
- The purpose of an approach
- Preparing phraseology.
- Dealing with customer indifference

Building and Maintaining Rapport with Customers

- Identifying buying styles
- The rapport process
- Adapting to differing styles

The Consultative Sales Process

- The opening statement
- Questioning techniques (Platforming)
- Active listening skills.
- The GAP Analysis.
- Presentation skills
- Closing the sale.
- Handling objections

Time & Territory Management.

- Effective v efficient time management
- Managing priorities
- Identifying time wasters.
- Managing the territory

WHO WILL BENEFIT ?

- New salespeople who are willing to adapt to a demanding pace.
- Experienced sales who will benefit from a refresher course or new ideas for handling challenges and opportunities.

WHAT DELEGATES WILL LEARN?

- How to plan and prepare a customer meeting to achieve effective two-way communication.
- How to make effective appointments with the right people.
- How to open a meeting confidently and effectively.
- How to source profitable prospects.
- How to adapt to the customers buying style.
- How to utilise the platforming technique.
- How to demonstrate the benefits of a product over the competition.

TRAINING METHODS

Group discussion
Individual exercises.
Group exercises.
Evening syndicate work.
Case studies

One-to-One Coaching is encouraged on completion of the programme.

To receive a complimentary CD -

“The Principles of Relationship Selling” -
by Jonathan Bell.

please email :

info@prosper-group.com,

SEMINAR LEADER - Jonathan Bell MIITD FInstSMM(UK)



Jonathan is a highly sought after Executive Coach, Conference Speaker and Accredited Insights Practitioner. He has coached many Entrepreneurs, Sales Directors and peak performing Sales People to new and exciting levels of achievement.

For the last 23 years, Jonathan has achieved outstanding results in the areas of Sales, Sales Management, Training and Executive Coaching. He has personally coached and trained 2500 individuals and organisations to the achievement of their challenging goals.

Jonathan is the co-author of the audio-cassette programme “Stay Motivated for Selling” and the video series The “Sell & Prosper” Coaching Programme. He has been personally coached and mentored by Dr. Denis Waitley, who is recognised as the world’s ambassador of achievement.

Dates for “The New Sell & Prosper Seminar - Jury’s Montrose Hotel, Stillorgan, Dublin 4.

10th & 11th September 2003

26th & 27th November 2003

Investment : €750.00 per delegate attending

All Course Fees must be paid in advance of the Programme

BOOKING FORM

Please book _____ place(s) on The “New Sell & Prosper” Seminar -
10th & 11th September 2003 (Please circle dates)

Delegate(s) Name(s)

1. _____	2. _____
3. _____	4. _____
5. _____	6. _____

Name of Company _____
Address _____

Tel _____ Fax _____ email _____

I enclose a cheque for €_____ (please make payable to The Prosper Group)

Please debit my Credit Card for €_____ Card No. _____
Exp Date _____

Name on Card _____
Address (For Billing) _____

Signed _____ Date _____