

Sales for Non-Sales Professionals™

overview

Sales Success for Non-Sales Professionals™ is a one or two day experiential training session that transforms how non-sales professionals look at the selling process. By examining and overcoming fears about selling, we teach participants how to cultivate consultative relationships that yield positive and profitable results.



Sales Success for Non-Sales Professionals™ is based on relationship building, inter-personal communication & the innovative S.H.A.R.E.S. Solution Process. This sales training course blends instruction, discussion and practice to build skills in the consultative sales process. Participants grow confidence in how to match client needs with company products and contribute to overall sales goals.



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workshop benefits

- ▶ Builds Understanding of Consultative Selling
- ▶ Eliminates Fears About the Sales Process
- ▶ Increases Skills in Relationship-Based Selling
- ▶ Shows How to Handle Differing Personality Styles
- ▶ Explores 3 Ways to Uncover Prospects' Needs
- ▶ Boosts Confidence via Role Plays
- ▶ Provides 6 Phase Approach to Reach Goals
- ▶ Improves Ability in Overcoming Sales Objections
- ▶ Demonstrates How to Effectively Close Sales

who should attend

- ▶ Non-Sales Staff asked to Uncover Sales Needs
- ▶ Multi-Functioned Professionals
- ▶ Anyone Involved in Supporting the Sales Process

workshop materials

Every participant receives a *Sales Success for Non-Sales Professionals™* Workshop Manual including text, work-sheets, and exercises.

1-800-501-1245

info@boldnewdirections.com

www.BoldNewDirections.com

Sales for Non-Sales Professionals™

discount options

Ask us about our volume discounts for booking multiple workshops for your company, organization or association conference.

one & two day options

Sales Success for Non-Sales Professionals™ may be offered in a one or two day format with optional follow up coaching. Coaching is a powerful way to augment new skills and ensure ROI.

book your workshop

Contact us today to discuss pricing and scheduling options that suit your organization.



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day one

- ▶ Redefining Your Role
- ▶ Assessing Your Current Sales Skills
- ▶ Harnessing Your Transferrable Skills
- ▶ Reframing Your Conversations
- ▶ Understanding Six Critical Buying Factors
- ▶ Exploring Buyers' Motives
- ▶ Starting Conversations Effectively
- ▶ Communicating Value
- ▶ Crafting Powerful Questions

day two

- ▶ Employing Levels I and II Listening Skills
- ▶ Practicing via Role Plays
- ▶ Handling Q & A Skillfully
- ▶ Guiding with Assertiveness
- ▶ Refining the Soft-Angle Close
- ▶ Handling Push-Back
- ▶ Overcoming Objections
- ▶ Evaluating Your Effectiveness
- ▶ Summarizing with Action Plans

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