

# Professional Selling, First Edition

**Course Number:** AX084–088

**Days:** 1 day

**Description:** If you earn your living in sales, this income-boosting guide is a must-read. Practical exercises reveal the secrets of professional selling, including creative prospecting techniques, defrosting cold calls, strategizing and conducting successful face-to-face sales calls, and overcoming objections. It describes the attributes leading to sales success in a way that allows you to integrate them easily and comfortably into your own sales efforts.

## Topic–Level Outline



### Introduction

Sales Success: Do You Have What It Takes?

Professional Salesperson's Quiz

### Part 1: Getting Started

Finding Prospects

Acquiring Referrals

Using the Telephone to Qualify and Get Appointments

Overcoming Telephone Cold Call Reluctance

Defrosting Telephone Cold Calls

Write Your Own Telephone Outline

Telephone Cold Call Checklist

### Part 2A: Face-to-Face Selling: Understanding the Process

Presentation Strategies

Starting the Interview

Asking Questions

Facts/Features, Transitions and Benefits

### Part 2B: Closing for Commitment

Testing for Buying Interest

Sample Closes

Reducing Resistance and Countering Concerns

The Importance of Nonverbal Communication

Reviewing Your Efforts

## Course Outline

### **Part 3: Face-to-Face Selling: Understanding Your Customer**

Selling to Different Communication Styles

The Four Communication Styles

Understand Your Style

What Did I Discover About Myself?

Communication Styles Practice

Case Situations

### **Part 4: Organize for Greater Sales**

Prioritizing Your Clients/Prospects

Conquering the Paperwork Mountain

Follow-Up Made Easy: A Tickler/Suspense File

Salvaging Scrap Time

Make Notes

Using a Prospect Lead Form

### **Part 5: Review**

What Did We Cover?

Crossword Puzzle Review

Bibliography

Puzzle Answers

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