



Inspiring A Professional Sales Attitude

Sales Motivational Keynote

**Developed and presented by RAY PATTERSON
Sales trainer and conference speaker.**

Talk title.

Overcoming The 3 biggest obstacles in sales today

Audience.

This talk is suitable for anyone in sales. (Salespeople, Sales Managers, Sales Directors, CEO's, Company Owners, and anyone responsible for driving sales)

Talk outline.

60 minutes.

The vast majority of companies I deal with today are not satisfied with the performance of their sales teams. Salespeople themselves know that they are not performing to their full potential and that there is lots of room for improvement.

However, in most cases they look for excuses or reasons for not succeeding rather than looking for solutions.

In my experience with training and consulting to companies selling different products and across all industries, I have discovered what I believe to be the 3 biggest obstacles salespeople face in today's world of selling.

- Not controlling the sale.
- A lack of knowledge and skills.
- A lack of enthusiasm.

2.

Salespeople have got to a point where they are no longer selling. They have become order takers in a sense because they are allowing the customer to control the process.

Without realizing it, Salespeople have become “Presenters” and “Information providers” and have stopped being “Salespeople”.

There is no point in having meeting after meeting with a customer if there is no commitment from them to do business with you.

In this talk Ray will give you some tips and ideas on how to overcome these 3 obstacles.

Selling is a profession, just like Engineering or Architecture. Engineers and Architects require a set of skills to be successful in their professions.

It's no different in sales. To be successful in sales you need to learn and apply the skills necessary for success.

NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!

Ray is a dynamic and passionate Sales Trainer and Conference Speaker with a lifetime's experience in Sales and Sales Management. Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research.

Ray believes that salespeople can only be successful in the selling situation, when they are face to face with their customers, if they are really enthusiastic and excited about what they are doing.



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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