



Inspiring A Professional Sales Attitude

Sales Motivational Keynote

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

Talk title.

“Actions speak louder than words in sales”.

Audience.

This talk is ideal for anyone in sales. (Salespeople, Sales Mangers, Sales Directors, CEO's, Company Owners, etc.)

Talk outline.

60 minutes.

I work with salespeople every day visiting customers, suppliers and making phone calls. I am training coaching and consulting.

The biggest problem I am finding right now in sales is a lack of “Action” from salespeople. You can tell someone you are going to start cold calling as many times as you like, but until your behaviour coincides with your statement, the other person will probably not believe you.

And it is because of this lack of action that salespeople have stopped being salespeople and have instead become “Presenters” and “Information providers”.

Most of the salespeople I work with don't follow a sales process and have no purpose or plan for the phone calls they make or the appointments they go on. They are making calls and going to meetings just to complete their sales reports.

To help you make a quick turnaround from where you are in sales right now to where you should be, I am going to give you a simple 5 step sales process to follow. This sales process works for telephone or face to face selling and for all products and across all industries.

In today's world of business customers want ACTION!

They are no longer interested in meeting with average "Sales reps" who are just "Popping in" or "Visiting". They want advice from Trusted Advisors on how to grow and improve their business.

If you don't make an effort to be that person, your customers will not want to spend time with you.

In this talk Ray will give you a simple 5-step sales process to control and to help you meet with customers on purpose and with a plan.

You will take away simple ideas that you can implement immediately to start improving your sales performance.

Old thinking in sales	=	focus on getting the sale.
New thinking in sales	=	focus on giving good advice.

DISCIPLINE = ACTION = ACTIVITY = SALES

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.

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Selling

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