



Inspiring A Professional Sales Attitude

SALES MOTIVATIONAL KEYNOTE

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

Talk title.

“Great salespeople are not born, they are made!”

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.

To be successful in sales, there is no one personality type that makes a great sales person. What makes a great sales person are the actions they take every day!

No one is a “Natural” salesperson. Although some do find it easier than others, all great salespeople commit to being *Sales Professionals*. They learn, practice and implement the skills required to succeed in sales.

Selling is a profession, just like engineering, architecture or accounting. Forget about the old adage “Never mind, if you don't make it anywhere else you can always go into sales, selling is easy, anyone can do it.”

That's not true, selling is simple but not easy.

Just like engineering, architecture or accounting, there are skills and techniques required to be successful in sales. If you learn and implement the skills and techniques you will succeed.

You have to approach being a great salesperson the same way an athlete approaches being a great athlete. You have to commit to the hard work.

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Practice makes perfect is a myth! Only *perfect practice* makes perfect.

This is where the problem begins for many salespeople.

Because they don't learn, practice and implement the skills and techniques required for success in sales, they end up struggling to make it in sales.

In this talk Ray will give you some tips and ideas on how to *learn, practice* and *implement* selling skills.

The selling skills Ray will focus on are: Asking questions and listening rather than presenting, talking and telling.

Be prepared for an interactive learning session rather than a 60 minute presentation.

If you are really committed to being a *Sales Professional* then book your seat now!

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 if they are really enthusiastic and excited about what they are doing and only if they take full responsibility for their own success in sales.

RAP[®]
Selling

(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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