



Inspiring A Professional Sales Attitude

Sales Motivational Keynote

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

Talk title.

People do not want to deal with average salespeople any longer.

Audience.

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

Talk outline.

60 minutes.

In today's world of business, many salespeople have fallen into the trap of becoming "Presenters" and "Information providers". They are allowing their customers to control the sale and end up making call after call not because they want to but because they have to.

People don't want to meet with average salespeople any longer, they want to meet with salespeople who they see as being Trusted Advisors and Expert Business Partners.

A Trusted Advisor is a salesperson who knows the ins and outs of the products and services they sell, someone who is humble and keeps on learning.

An Expert Business Partner is a salesperson who makes an effort to understand their customers business. They find out exactly what problems need solving and then give their customers good advice on how the products and services they sell will help them to achieve this and to grow and improve their business.

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In this talk Ray will cover the following essential elements necessary for becoming a Sales Professional, a Trusted Advisor and an Expert Business Partner.

- Everyone is a salesperson.
- Removing the negative stigma in sales.
- Stop being “presenters and information providers”.
- Start being Trusted Advisors and Expert Business Partners.
- Become “RAP™” Salespeople. (Responsible, Accountable, Proud).
- 5 key buying decisions that customers make.
- The importance of YOU in the sale. (People buy from people).
- Tips for improving knowledge and skills daily.
- The advantages of being in sales.

This talk is aimed at getting salespeople to achieve their full potential in sales.

SUMMARY.

Selling is the # 1 skill set in any organization. No company can exist without sales and no sales can happen without well trained well-motivated salespeople.

Take action now! Stick your heads out and be different, start becoming sales professionals.

Stop being average “Sales Reps”. (Order takers, Presenters and Information providers.) and start being “Sales Professionals”. (Trusted Advisors and Expert Business Partners)

Because: **Nothing ever happens until a salesperson sells something!**

Ray is a passionate presenter 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 is passionate about salespeople being proud of who they are and proud of what they do and he believes that selling is the best profession in the world!



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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