



Inspiring A Professional Sales Attitude

SALES MOTIVATIONAL WORKSHOP - TOPICS

Any of these topics can be tied into a Sales Motivational Keynote depending on your requirements and or desired outcomes from your event.

1.

Smart questioning to establish needs / problems. Getting customers involved in sales conversations.
Listening skills. Buying signals.

2.

Understanding the difference between features and benefits.
Value based selling. Selling value not cost.
Product presentation. Get commitment / agreement.

3.

Closing. Asking for the business.

4.

Overcoming objections.

5.

The 8-step sales process (Face to face) for controlling the meeting.

6.

The 10-step sales process (Telephone) for controlling the call.

7.

Prospecting. How and where to find new business.

8.

Time management and activity planning.

9.

Personality styles.
Understanding how the 4 different personally styles work in sales.

10.

Setting and achieving personal goals in sales.

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

076 565 2228

ray@raypatterson.co.za

www.raypatterson.co.za
