



*Inspiring A Professional Sales Attitude*

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**SALES TRAINING – 3-HOUR MODULES**  
**Developed and presented by RAY PATTERSON.**

The 3-hour modules differ from the 90-minute modules in that they cover more material (topics) during the session and allow more time for Group Activities and Role Plays. (See list of topics below)

The benefits of presenting sales training in modules once or twice a month are that the salespeople take in only a few skills and ideas at a time.

This gives them time between modules to implement these skills and ideas before taking on the next set of skills and ideas. It also gives management an opportunity to follow through and ensure implementation of the material.

This will ensure that the money spent on training will be an investment rather than just being a cost.

**Cost.**

The cost for the 3-hour modules varies depending on the customisation and the number and frequency of modules presented.

Each module comes with a comprehensive set of notes which allows for adding personal notes as well as constructing an “Action plan” to implement the skills learned.

These notes can be used as a refresher whenever necessary. The notes will be sent to you in PDF format for printing of copies per delegate.

**Training format.**

The training is hands on and interactive. Delegates are encouraged to participate and to have an open mind. “How can I make this work for me?”

There are group discussions and role-plays to allow the delegates to customise and practice the skills being presented.

This will ensure that there is a return on the money invested in training.

Information alone is worthless. **It’s the application of information that makes it valuable!**

2.

### Training objectives.

- To take the delegates from being “Average Reps” to being “Sales Professionals”.
- To equip the delegates with specific skills and techniques to successfully sell the company’s products and services.
- To address and improve specific areas of weakness in the sales process.
- To get the delegates to move from being “Presenters” and “Information providers” to being “Salespeople”. (Trusted Advisors)

The objective of any sales training session is to get salespeople to improve their attitudes and to improve their sales performance.

The material presented is not based on internet research but rather based on current and relevant sales trends.

All modules are developed and presented personally by RAY PATTERSON.

There is no Power Point Presentation. The training is hands-on and interactive.

### **Why RAY PATTERSON?**

- The skills presented are simple and easy to implement. (Immediate results)
- The training is hands on and interactive. (No power point)
- There are group activities and role plays to allow delegates to get a “Feel” for implementing the material.
- All modules include a comprehensive set of notes, which allows for adding personal notes as well as constructing an “Action plan” to start implementing the skills and techniques learned. These notes can be used as a refresher whenever necessary.
- The training is authentic and delegates “Buy in” rather than “Tune out”.66666
- Reasonable and affordable rates.
- **Money back guarantee.** (If you are not satisfied with the training delivered you will receive a full refund)

**Note:** The success of any training is dependent on the implementation of the material. It is therefore recommended that the persons responsible for driving sales also attend the training and that they ensure the implementation of the material.

**General:** I am fully bilingual and can include Afrikaans during the session if and when required. I connect well with all ages, races and genders.

3.

### **STAND ALONE MODULES – SALES TOPICS**

The list of topics below follows a sequence in the sales process.

The ideal format for this type of training is to do 12 modules (2 modules a month) over 6 months.

However, any module can be presented at any time to address a specific area of weakness in the salesperson or sales team.

#### **Introduction. The foundation for success in sales. 5 key buying decisions.**

- The foundation for success in sales.
- Become “RAP™” Salespeople. (Responsible, Accountable, Proud).
- 5 Key buying decisions that customers make.
- New thinking in sales. (Be Trusted Advisors and Expert Business Partners)
- Tips for improving knowledge and skills

#### **Making a good first impression. 10 second elevator introduction. Communication. Smart questioning. Listening skills. Buying signals.**

- The 10 second introduction. (Elevator pitch)
- Your message must be concise and to the point.
- How to successfully “Communicate” with your customers
- The 3 key elements of communication.
- Asking pre-planned “open ended” questions to establish needs / problems.
- Tips for good listening. How to listen with the intent to understand.
- Understanding what buying signals are and how to capitalize on them.

#### **Features and Benefits. Value based selling. Cross-selling and Up-selling. 8 steps for successful “Face to face” meetings. Product Presentation. Commitments and agreement.**

- Understanding the difference between features and benefits.
- A practical look at what your product has to offer. (Competitor comparisons)
- The importance of focusing on value and not cost.
- Become Trusted Advisors and Expert Business Partners.
- How to Cross and Up-sell. What’s the difference?
- The importance of following a sales process to control the meeting.
- Product presentation. (Offer a solution to a problem. Present with enthusiasm)
- Commitments. Getting agreement on important points.
- Use “Positive sales language”.

#### 4.

#### **Closing. Overcoming objections. The 5-step sales process for controlling the sale.**

- How to successfully make the transition from “Presenting” to “Selling!”
- How to “Ask for the business” (A.4.T.B.)
- Converting the interest generated during the presentation into “Action!”
- The difference between “Closing” and “Closing techniques”.
- 2 simple questions to start the closing process.
- Using closing techniques.
- Change your mind-set. See objections as buying signals.
- 4 steps to overcoming objections.
- Dealing with “Common / reflex objections”.
- How to control the sale. (At the first appointment or 6 months down the line)
- Working on purpose and with a plan.

#### **Prospecting. (How and where to find new business) Tips for making successful telephone calls. Making appointments. Overcoming objections to appointments. Dealing with the gatekeeper. (“Live” calling to make appointments)**

- Treating leads with respect.
- Create your “Own economy”, your sales pipeline.
- How and where to find new business.
- Internet research. Referrals. Cold calling. Existing customer base.
- Tips for successful prospecting.
- How to overcome “Reflex objections” when prospecting.
- Overcome the fear of cold calling. “Live” cold calling (Telephone or Walk-in)
- Tips for making successful telephone calls.
- 10 steps for making appointments.
- Overcoming common objections to appointments.
- Dealing with the “Gatekeeper”.
- Practical on the job “Making appointments”. (“Live” calling)

#### **Time management and activity planning. Presenting to groups. Using Power Point. Setting and achieving personal goals in sales.**

- Understanding the importance of daily planning.
- The 2- minute rule to overcome procrastination.
- Daily activity planning.
- Create a monthly work plan. I.E. Activities required to achieve your targets
- How to prepare properly and overcome the fear of presenting to groups.
- The difference between personal goals and company targets.
- 3 Types of goals. (Long term, short term and immediate)

5.

**Personality styles. A look in the “Mirror”. Tips for improving knowledge and skills. Programme summary.**

- The 4 basic personality styles and how they react in the selling situation.
- Have a look in the “Mirror” at your work performance.
- Identifying areas that need improvement.
- Tips for improving knowledge and skills.
- Summary of all modules. Summary of all “To-do’s”. Summary of “One thing”.
- Summary of skills implemented. Summary of success stories.
- Best module. Module to revisit.

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Selling is the # 1 skill set in any organization.

No company can exist without sales and no sales can happen without salespeople, well-trained and well-motivated salespeople.

**NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!!!**

**RAY PATTERSON.**



**(R) RESPONSIBLE**

**(A) ACCOUNTABLE**

**(P) PROUD**

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