



*Inspiring A Professional Sales Attitude*

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

The 3-hour workshop is exactly what it says, a workshop. Delegates will work through a topic or topics that will address a specific need or problem the company is wanting the sales teams to address / improve.

The content for the 3-hour workshop will be based on a brief from the company / management and will include Ray spending time gathering further information relating to the problem.

This will include Ray accompanying salespeople on appointments, listening in on phone calls and doing informal one-on-one interviews with the salespeople and managers.

**Cost.**

The cost for the 3-hour workshop will depend on the customization required (time spent gathering information).

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

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**TOPICS:**

Any of these topics can be further customized to meet your requirements and or desired outcomes from the workshop.

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**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. How to focus on value not cost.  
Product presentation. Get commitment / agreement on major bebefits.

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. Establishing ratios.  
Creating a monthly work-plan to achieve sales targets.

9.

Personality styles.  
Understanding how the 4 different personally styles work in sales.  
A look in the “mirror”. Improving sales performance activities.

10.

Setting and achieving personal goals in sales.

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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**

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