



Become Expert

Dealing with Sales Resistance

ALAN FAIRWEATHER
THE MOTIVATION DOCTOR

Dealing with resistance or objections is one of the biggest challenges faced by business people and one of the hardest parts of the sales process. However, that's why sales people have jobs. You **can** deal with resistance in a professional manner, and although you won't win every time, you **will** become an expert, you **will** have more success.

Alan Fairweather is a sales expert who, for the past fifteen years, has been turning 'adequate' sales and customer service staff into consistent top performers. Alan is an International Speaker, Author and Business Coach. He founded his business in 1993 and works with people and organisations to achieve business results through behaviour change.

AIMS OF THE SEMINAR

To provide skills and strategies that will enable sales and customer service people to deal with sales resistance and 'close' more sales

LEARNING OUTCOMES

- By the end of this seminar, participants will have learned:
- Why customers say "No"
 - How to lay the foundation for a successful sales call
 - How to make a presentation that will minimize resistance
 - Three simple steps to deal with resistance

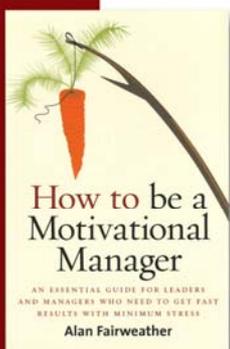
WHO SHOULD ATTEND

Managers, Sales and Customer Service People

"Thank you for your contribution to our Conference, we've had tremendous feedback and I feel we achieved all the objectives we set out to achieve, so I'm really pleased."

Denise West, Advertising

Director, Daily Record and Sunday Mail Ltd



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OUTLINE PROGRAMME

(This programme can also be delivered as a **Keynote Speech** at your next meeting or conference.)

A new type of salesperson

Old style selling v New style selling

Attitude – the vital ingredient

How to develop an attitude for success

Selling yourself

10 steps that make an impact

The initial approach

Dealing with the gatekeeper and initial resistance

Planning each contact

Being prepared for resistance

4 simple steps to a successful sales call

1. The opening
2. Questioning
3. The presentation
4. Closing

Dealing with resistance

Reasons for resistance and how to handle them

Action Plans

Schedule Alan for your next conference or meeting



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