



Learn the Techniques of The Motivational Salesperson

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THE MOTIVATION DOCTOR

In the past five to ten years there has been dramatic change in the sales environment and the way customers do business. Markets around the world have become more competitive and customers need to make better buying decisions.

Most sales and business people are finding that their customers are more knowledgeable, more analytical and more demanding.

Sales and business people find themselves selling solutions instead of just products. They need to sell to a wider and higher level group of decision makers and become in the customers eyes, more of a business consultant and advisor. They need to **Motivate** customers to buy.

AIMS OF THE SEMINAR

To provide the 4 simple steps of a successful sales call which are managed and directed by the salesperson – not the customer.

The goal is to reach a mutually beneficial decision that focuses on the customer's needs.

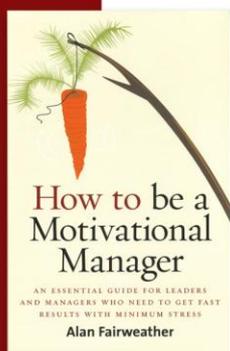
LEARNING OUTCOMES

By the end of this seminar, participants will have learned:

- The difference between old and new style selling
- The vital ingredient in sales
- The psychology of sales
- How to sell yourself
- How to get an appointment
- The 4 steps of the sale
- How to motivate people to buy

“Learning on a selling course can be stressful - but it was at the right level, got group involvement, which ‘opened’ it up and made the techniques more useful and memorable”

Jamie Mackay, The Summerhall Press



This best selling book is available at Amazon and other online retailers

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 and motivating people to buy
Reasons for resistance and how to handle them

Action Plans

Schedule Alan for your next conference or meeting



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