

SALES, NEGOTIATIONS & OBJECTIONS TRAINING

- THE SALES PROCESS
 - The Selling Steps
 - How these Steps Create Higher Gross
 - Understanding the Customer
 - Type A Vs Type B Personalities
 - 5 Points to Sell Yourself
 - The Importance of Being Different, Unique & Inspiring
 - The Importance of Product Knowledge & Structure
 - Overcoming Sales Obstacles
 - Trial Closes - Pros & Cons

- NEGOTIATIONS
 - Customer Postures
 - Accomplishing Your Goals
 - The Customer and Negotiations
 - 3 Things You Must Sell to Every Customer
 - How To Identify the Plateau Number
 - Why Salespeople Are Poor Negotiators
 - The Counteroffer
 - The Essential T.O. Process
 - Presenting The Figures

- OBJECTIONS
 - The Difference Between Objections & Obstacles
 - Main Causes of Objections
 - The 4 Buying Motivating Factors
 - The Difference Between a Cement And Sand Objections
 - The "Old" Process
 - The 4 Rules to Sales Success
 - The DLA Objection Process
 - The Close
 - The Payment Is Too High
 - You Are Not Giving Me Enough for My Trade
 - I Want To Go Home and Think About It