

Selling Made Simple

Basic Fundamentals - I

A 'modern yet simple' approach to selling that creates **BADASS RESULTS!!** Learn important and practical techniques and approaches to delve deeper, sell better and achieve faster results. (Soon to be available ONLINE) Register now at <https://rainmakersgroup.ca/courses/>

Module I: Mastering Personal Performance - Selling



Are you finding it harder to close a deal? Are the techniques you used to work in selling no longer as effective as they used to be? Learn how rapid changes in technology, economic uncertainty, political unrest, ethics scandals and increased competition have changed the purchasing patterns and expectations of customers. Discover what is required to meet the needs of today's resistant, hard to reach and slow to decide customer. Fierce competition, fewer resources and collaborative decision making have lengthened the purchasing cycle. Discover how the Generation Gap, the newly emergent and powerful Millennial and female purchaser are changing the business landscape and how a new purchasing process has emerged. Creating points of differentiation to gain a competitive advantage has never been as important. This course is filled with approaches, strategies, tips and techniques to effectively sell in today's "Age of Excellence". Don't be left behind. Discover what it takes to win in today's unyielding and ever-changing business world.

Module II: Selling has Changed



Wish you could find the secret to selling much faster and more successfully?? Discover simple yet powerful techniques to easily identify personality styles, determining factors and purchasing triggers so you can achieve faster results and greater profitability. Take your interpersonal skills and competitive advantage to the next level! From a sales or leadership point of view, it is an incredible tool that gives insight into what motivates our customer and what buying habits they possess. Improving your emotional intelligence and gaining improved customer insight creates a surprisingly powerful effect on your communication, interaction and relationship building skillset. Fun, engaging and filled with valuable takeaways, it will make an immediate impact on your business by creating a shorter sales cycle and improved sales results. This is a do-not-miss course that will change your business!

Module III: Prepare to Present



Building strong relationships with is a mandatory skill in today's selling. But first you need to create the right mindset, define who your customers are and what your selling proposition is. Clearly scheduling your time, knowing your numbers and preparing are essential in quality selling. Learn a series of insightful and engaging questioning techniques to delve deeper, listen better and focus on the customer, their responses and their needs. Learn how to properly prepare with features and benefits, but that simply isn't enough in modern selling. Salespeople today, need to know how to determine the customer's deeper emotional need, and how to effectively use it so you can target in the drivers that motivate your customers to buy. Learn how to accelerate the quality of customer interactions to create more engaged interactions. Create a mental map and then practise, practise, practise.

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Basic Fundamentals - I (cont)

Module IV: Powerful Presentations



Avoid the top 10 mistakes that salespeople make and put your best self forward. Learn how to focus on customer painpoints, solution selling, and filling the gaps. Learn how to speak their language, emphasize 'what is in it for them' and how to strategically target and connect the benefits to their needs. Optimize your presentation by rephrasing that deeper need with the two magic words to secure emotional buy-in and accelerate your sales. People buy on emotion and justify with logic. Understand when and where the role of price and budget typically sit within the sales conversation and look at the importance of differentiating from your competition. Increase your confidence, maximize your presentation effectiveness and efficiency, and move towards greater sales success. Stand out above the competition by delivering 'wow' customers experiences that are sure to impress as you create conversations that convert.

Module V: Conquer Closing



Wishing you could improve your closing ratio? Not earning the income you want? In the sales process, objections are inevitable and disheartening. Naturally, your prospective buyer will have questions and concerns centering around price, product suitability, etc.. The art of handling objections is a skill that must be mastered. Learn our 3-step process, while gaining the confidence and skill to successfully handle the most common objections. Learn how to test for temperature and learn simple, one-line closing sentences that guarantee sales closing success. Create confidence in closing and consistently reach target without ever missing a sales opportunity again.

Module VI: The Fortune is in the Follow Up



Failing to follow up tends to be one of the biggest complaints, causing frustration and anger in clients. It is one of the principal reasons why some salespeople never see the success they desire. Too often, salespeople fail to follow up, not on purpose, but because they have neglected to put a process in place. Yet follow up is 24% of the sale! Systems create habits and habits become the fail-safes for highly effective people. Strong follow up skills are essential in today's selling world where customer expectations run high. People can forgive all sorts of errors, but what they cannot forgive are broken promises. Discover a simple process to ensure commitments and promises are kept. Create a personalized time management schedule to ensure opportunities are not missed. Learn how and why follow up contact is so important to today's customer and how you can use great follow up practices to increase sales while gaining long-term, loyal and repeat customers. Be the go-to supplier in your industry and never miss a sales opportunity again.