

# Selling in a Tough Economy

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## Module I: Outsell and Outperform in a Tough Economy



When in a tough economy, it is essential to stand out from the crowd and do everything you can to differentiate. Thinking outside the box will become second nature after this innovative training shows you how to market your business and outperform your competition by presenting your product or service with an inventive twist. Discover how to make a powerful introduction that leaves your prospect asking for more!! Learn simple processes like, 'when to talk price' and how to 'sell value' instead of going down the price only path. Differentiate to elevate as you start making you, your solution, and your company more uniquely desirable to your potential and existing customers, and thus more valuable. It is the key to superstar sales success! Discover approaches that will prompt those slow-to-decide prospects to purchase more volume with less deliberation. These are simple selling strategies designed to motivate today's most resistant buyers and help you sell better, faster, and with bigger results.

## Module II: Simple Prospecting & Lead Generation



Is your productivity lacking? Not closing as many deals as you did before? The world has changed, and we need to change with it. Learn how to generate more leads and grow your business by discovering the simple and successful foundational methods of prospecting and time management so you can increase your confidence and become more efficient and effective at generating new business. This is especially important during tough times. Most salespeople wait for the orders to come to them. Wrong! Stop avoiding the prospecting process and overcome the two reasons people fail at lead generation; fear of rejection and dejection and the lack of a solid prospecting system that works!! No more avoiding it! Now is the time to make prospecting part of your everyday routine! Are people not returning your calls? No worries we have the solution! Learn how to overcome that dreaded practice of ghosting. This training will give you a modern yet simple, 'Prospecting System' to start generating more leads and growing your business.

## Module III: Social Selling - The New Cold Calling



You know that social media, particularly LINKED IN is the new way to cold call and reach thousands... but are you not sure how to do it? Are you scared to put yourself out there? Learn how to connect and build a personal or company brand to grow your business on the social media platforms (primarily LINKED IN). Discover the four ways to engage, create warm leads and build relationships that lead to sales, without costly SEO, websites, and marketing services. Learn how to stand out and gain a competitive advantage. Those who social sell earn 76% more than those who do not. 90% of top performers are Social Selling! Now it the time to pivot your business and go digital. The world has changed, and we need to change with it. Learn how to sell online and grow your business. It is a lot easier than you think! Uncover the valuable strategies that you can immediately implement to generate new customers and rev up your revenue!