

# Selling Made Simple

## Basic Fundamentals - I

A 'modern yet simple' approach to selling that creates **BADASS RESULTS!!** Learn important and practical step by step, repeatable processes that are easy to learn, retain and implement. A proven system to delve deeper, sell better and achieve faster results. Significantly improve your sales effectiveness and/or update your skill set taking your sales from stalled to unstoppable. (Soon to be available ONLINE)

Register now at <https://rainmakersgroup.ca>

### Module I: Mastering Personal Performance - Sell More - Sell Faster



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 emotional intelligence to the next level as you gain a significant competitive advantage! Finally gain the insight into what motivates our customer and what buying habits they possess so you can build better, stronger rapport and relationships. This is a do-not-miss course that is fun, engaging and filled with powerful takeaways that will make an immediate and significant impact on your business. Sell more - sell faster and watch your income grow!

### Module II: Selling has Changed- How to Sell the Modern Way



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 combined with harder-to-reach, slower-to-decide and more resistant customers have made selling much more difficult. 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. If you haven't updated your skills for awhile, this is a must-have course. 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 III: Prepare to Present - Plan Prepare Practice to Catapult Your Sales



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. Learn important processes to best prepare for the presentation and ensure higher success rates in selling.

# Selling Made Simple

## Basic Fundamentals - I (cont)

### Module IV: Sell More with Powerful Presentations



Elevate your presentations to a higher level of effectiveness with our simple 1-2-3 Powerful Presentations process. Imagine what it would feel like to confidently know what to say and when to say it instead of fumbling for words, hoping something sticks. Stop doing things wrong and start doing things right so you can become more effective, professional, and persuasive when talking to potential customers. Learn how to ask quality questions that result in higher quality answers. Optimize your presentation with the focus of being a solution provider that results in collaborative win/wins. Strategically target and connect the benefits to your customers' deeper needs by using the two magic words that secure emotional buy-in and accelerate your sales results. 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: Confidently Conquer Closing & Close More Sales



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 simple 3-step process, while gaining the confidence and skill to successfully handle the most common objections. Learn how to test for temperature as closing becomes a stress-free one-line sentence that is 99% effective in guaranteeing sales closing success. Finally, you can feel confident in asking for the sale without anxiety and fear and instead start consistently closing more deals so you don't ever miss a sales opportunity again.

### Module VI: Find Your Fortune in the Follow Up



Failing to follow up tends to be one of the biggest complaints, causing frustration and angering 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 to put a process in place. Yet an additional 24% of sales can be found through follow up! Systems create habits and habits become the fail-safes for highly effective people. Strong follow up skills are essential in a 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 and promises are kept. Create a personalized time management schedule to ensure promises are not missed. Learn how and why follow up contact is so important to 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.