

SALESPERSON'S WORKSHOP: CLOSING THE SALE TODAY

PROGRAM CODE:	✚ SPCT-1
PROGRAM DURATION:	✚ 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND:	✚ Salespeople and Sales Managers of all experience levels
PROGRAM OBJECTIVES:	✚ Have participants understand the need to confidently ask for the sale today and motivate them to do so ✚ Provide salespeople with modern and effective closing techniques, strategies and scripts

PROGRAM CONTENT:

- ✚ Traditional vs. Modern Thinking and Behaviour
- ✚ What is closing?
- ✚ Phases to Selling - The Modern Sales Process
- ✚ Objectives of the sales process
- ✚ What attracts customers to the lot?
- ✚ How to improve closing ratio
- ✚ What is a proposal?
- ✚ Closing with proposals
- ✚ Affordability issues
- ✚ Proposal tools
- ✚ Customers' Three W's
- ✚ Gaining commitment
- ✚ Successful strategies in dealing with trades
- ✚ Rules of Negotiation
- ✚ How should a potential buyer leave?
- ✚ Structuring the proposal
- ✚ Presenting the proposal
- ✚ Classic closes in action

WORKSHOP INVESTMENT:	✚ \$325 / Participant (group rates available)
INCLUDES:	✚ Comprehensive text-based manual ✚ Hand-outs ✚ Coffee, tea, refreshments ✚ Lunch