



Maximum Sales Success

Maximum Sales Success is a comprehensive course focused on the key knowledge and skills sales teams *must* know to be successful in today's competitive environment. The program stresses the importance of identifying customer needs, delivering value-added presentations, today's consultative selling approach, territory marketing through systematic prospecting, lowering prospect resistance, and staying motivated to meet goals.

Maximum Sales Success is a fast-paced program full of powerful techniques that salespeople can easily adapt into their day-to-day selling and immediately see the rewards of increased sales and revenue.

Program Benefits

- ★ Emphasizes customer needs and goals in the sales process which ensures successful, long-term partnerships with clients.
- ★ Provides immediate success for your company, your sales team, and the clients you serve.

Key Topics

- ★ The Key Traits of Successful Sales Representatives
- ★ The Critical Sales Discussions
- ★ Removing the Fear of Prospecting by Implementing a Strategic Prospecting System
- ★ Prioritizing Activities to Increase Results
- ★ The MAX 7-Step Model of Selling
- ★ 3 Steps to Addressing Client Objections to Advance the Sale
- ★ Numerous Job Aids & Helpful Forms

Maximum Sales Success focuses on identifying, evaluating and implementing the five most important traits of successful representatives, including:

- ★ Internalizing the appropriate knowledge to be prepared for success.
- ★ Incorporating persuasive communication and presentations in every client interaction.
- ★ Establishing a time management procedure to focus on high-gain sales activities, defining advertisers in terms of priorities and potential, and how to quickly increase revenue by incorporating a systematic approach to prospecting.
- ★ Following a sales process to identify sales opportunities and advance prospects into long-term clients.
- ★ Exhibiting a positive professional attitude and appearance.

The MAX Sales Process is a step-by-step road map for participants to follow covering every critical phase of selling in order to effectively develop new business. Following this process, sales executives feel comfortable and confident on the telephone or in front of prospective customers ~ even if the customer indicates they are not interested!

Maximum Sales Success Overview of Modules

■ Persuasive Communication Skills

- ⇒ How and when to use persuasive language in the communication process.
- ⇒ The 4 communication techniques to increase interest and sales.
- ⇒ Why persuasive language is critical with current clients.
- ⇒ The 8 critical sales discussions every account representative should know.

■ Progressive Prospecting

- ⇒ Developing a prospecting system and strategy that is both enjoyable and productive.
- ⇒ Understanding the 3 things businesses buy.
- ⇒ Understanding the sales funnel and managing opportunities effectively.
- ⇒ How to prioritize prospects based on potential.
- ⇒ How to successfully set appointments.
- ⇒ Developing a professional "No Strategy" if a client is not interested.

■ Customer Needs Analysis & Application

- ⇒ How to incorporate an strategic process to uncover key information and formulate strategies.
- ⇒ The 3 critical questions that every business decision maker must be asked.
- ⇒ Methods to successfully sell your entire product mix.
- ⇒ Customer Profile/Needs Analysis Forms are provided.

■ Addressing Objections, Questions & Concerns.

- ⇒ Implementing a 3-step process to successfully continue sales discussions.
- ⇒ Methods to lower client resistance and build professional partnerships.
- ⇒ Effective methods to addressing top objections.