



## Effective Communication Skills ~ Using Words that Sell DVD/CD Program

Experts agree that sales professionals who produce extraordinary results are the ones who can persuasively present their ideas with confidence and conviction. They have the ability to transform client interactions into long-term partnerships.

Many salespeople use powerless expressions and weak language that sabotage their success without being aware of the negative impact it is having on their sales and careers. The contents of this program helps all professionals advance their accomplishments by projecting a more positive and professional image, encouraging cooperation and reducing conflict, as well as increasing the effectiveness of all communications.

**Effective Communication Skills ~ Using Words that Sell** equips sales executives with communication skills to make them more effective in the workplace ~ with co-workers, managers, clients and prospects. It teaches practical, proven techniques to communicate confidently, overcome the unique challenges in media sales, increase revenue and achieve sales quotas. Many useful "how-to's," and practice exercises are included to improve skills quickly.

### Program Includes

- ★ DVD & CD for Individual or Group Training
- ★ Reproducible Participant Manual
- ★ Comprehensive Facilitator's Guide & Review Sessions
- ★ Self-Study Materials, Flash Cards & Job Aids
- ★ Ideal for Self-paced or Group Learning
- ★ Perfect for Office, Car or Home

**Effective Communication Skills ~ Using Words that Sell** teaches:

- ☆ Words and phrases to increase revenue immediately.
- ☆ How to recognize language that can sabotage sales efforts.
- ☆ How to secure long-term "contracts" without client hesitation.
- ☆ Focusing on the value of your product ~ not rates, discounts or "deals."
- ☆ Why the question, "Did you get results from your ad?" should be rephrased.
- ☆ Discussing placement options to ensure customer satisfaction.
- ☆ Methods to comfortably collect money in advance.
- ☆ How to handle the tough questions with finesse and polish.
- ☆ How to reduce customer stalls and sales reluctance.
- ☆ The importance of incorporating benefit statements that sell in every sales communication.
- ☆ The importance of speaking to client needs and wants.
- ☆ Methods to encourage cooperation and reduce conflict.
- ☆ When silence is a powerful communication and negotiating tool.
- ☆ What to say when an error occurs ~ without setting yourself up for a credit.
- ☆ How to express your ideas in ways that gain the attention, support and respect of others.