



Win-Win-Win Sales Workshop

Win-Win-Win Sales Workshop is designed to follow the *Maximum Sales Success* program.

Win-Win-Win Sales Workshop begins with an overview of the MAX Sales Process and reviews effective methods for gathering pertinent advertising and marketing information in the client needs analysis meeting and turning it into powerful presentations.

Win-Win-Win Sales Workshop includes an interesting approach that involves three or four local advertisers as part of the session. This gives participants a real-life perspective, and the opportunity to practice their questioning skills. It also solidifies a strong relationship with the participating advertisers.

Win-Win-Win Sales Workshop provides

Program Benefits

- ★ Emphasizes customer needs and goals in the sales process.
- ★ Provides valuable long-term advertising and marketing recommendations for local business.

Key Topics

- ★ MAX Sales Review
- ★ Live Client Interviews
- ★ Client Needs Analysis Skills Practice
- ★ Long-Term Advertising Planning & Strategizing
- ★ Turning Client Information into Profitable Campaigns
- ★ Developing the Plan into an Effective Presentation
- ★ Complete Advertiser Information Provided

participants the opportunity to work in teams and conduct the live client needs analysis interviews in small groups. The remainder of the session is dedicated to preparing long-term promotional strategies for their client, as well as an immediate advertising campaign. In addition, participants utilize client information and local market research to develop a formal presentation that will be delivered to the advertiser at a future date.

Win-Win-Win Sales Workshop focuses on the practical application of these new skills through practice and constructive evaluation of their ideas with other team members, with the goal of becoming true marketing resources for the clients they serve.

Program Benefits

- ★ Sharpens client needs analysis interviewing, problem-solving and listening skills.
- ★ Provides practice in preparing media recommendations and presentations.