

NATURAL SELLING PROCESS

The Best Way to Sell

Program Overview

Are you selling to your full potential? Whether you are new to sales or have been working in the field for many years, **Natural Selling Process** can help you reach your highest potential. **Natural Selling Process** will teach you timeless principles and how to apply them to your own style, ensuring success you can replicate again and again. The practical tips and suggested dialogue allow you to synthesize all the program has to offer and create a sales approach customized to your individual strengths.

Session Overview

Introduction

- How do you become YOUR best?
- The goals of the Natural Selling Process
- NSC definition of selling
- "Webster" sales people
- Using "lambs"* for your success
- Overview of the Natural Selling Process

Finding New Business

- What is prospecting & why is it important?
- What are the best sources of new business?
- A new way of looking at cold calls

Building Productive Relationships

- Establishing rapport
- The importance of product knowledge

Conducting Effective Sales Interviews – Part I

- Communication principles used in selling
- Improving your ability to ask questions
- Creating effective Up-front Contracts (UFC's)

Conducting Effective Sales Interviews – Part II

- The effective use of Up-front Contracts (UFC's)

Working Through Objections

- What is an objection?
- Developing "lambs"
- Eight categories of objections



Closing Sales

- Trial closing
- Closing sales
- The nine best ways to close

Controlling Your Success

- $A \times Q \rightarrow R$
- Measuring quality
- Managing your time

Ensuring Greater Success

- Types of follow-up
- The Natural Selling Process follow-up system
- Putting Natural Selling Concepts to work

Accomplishments

Continuing to Grow

- Suggested Reading

Action Plans for every session included!

- Quotes
- Self-evaluation Checklist
- Action Steps
- Workshop exercise
- Sales Tip
- Motivational Minute
- Feedback and Discussion Sheet



FOR MORE INFORMATION CONTACT: