

# Fundamentals of **SUCCESSFUL PROFESSIONAL SELLING**



**VICTORY SEMINARS**

*The unique sales workshop that  
simplifies Professional Selling*

[www.victoryseminars.com](http://www.victoryseminars.com)

1-800-723-4711

*Presented by:*

*Victory Seminars, LLC*

## **Seminar Materials**

You will leave this workshop with a Certificate of Attendance and a workbook that you can reference to keep what you've learned at your fingertips.

Victory Seminars specializes in training salespeople in the Fundamentals of Professional Selling, and developing their skills to maximize their individual talents and abilities. Our seminar instructors are proven Sales Professionals with proven success in both Professional Sales and Sales Management. Our leaders bring real world experience, first hand knowledge, and our proven program to each workshop. Attend this seminar and experience for yourself the positive power of practicing the Fundamentals of Professional Selling.

**HOW TO...** Prepare for the Initial Sales Call

**HOW TO...** determine a "Suspect" from a Prospect

**HOW TO...** break down the Confusion of selling into an EASY to Manage step by step Sales Process

**HOW TO...** Qualify a prospect by asking the right questions for your products or services

**HOW TO...** Conduct a Needs Analysis and determine specific customer requirements

**HOW TO...** Conduct Powerful Presentations that impress and motivate the prospect to choose your company's product or service

**HOW TO...** Prepare high quality and professional proposals to solve the clients problems while positioning your company to win the business

**HOW TO...** Close the Sale by eliminating and overcoming objections

**HOW TO...** manage the SALES FUNNEL and sales activity

## **Who needs this Training?**

- ▶ Sales Management and their Sales Teams
- ▶ Salespeople that are not achieving their Quota Objectives
- ▶ New or Inexperienced Salespeople
- ▶ New and Experienced Sales Managers that want to focus their Salespeople on sales success and manage the success of their sales team
- ▶ Team Leaders
- ▶ Experienced Sales Reps that want to re-sharpen their selling skills
- ▶ Customer Service Reps and Managers that need to better understand the role of Sales in their organizations
- ▶ Account Managers

Almost every person in your organization that is in contact with a prospective or existing customer can benefit from this workshop, including inside salespeople, outside salespeople, sales managers, business managers, customer service personnel and anyone that wants to understand and learn the basics of Successful Professional Selling.

Fundamentals of Successful Professional Selling provides the real-world approach and teaches the fundamental skills that everyone who interacts with a current or prospective customer can benefit from.

# The SIMPLE WAY To Professional Selling



**VICTORY SEMINARS**

## Professional Selling is a process.

We have developed the most comprehensive and effective fundamental sales training available. You will find our Professional Sales Training easy to follow, easy to implement, easy to execute and simple to apply in everyday selling situations. What's more, you'll see that by using our approach, your sales results will produce an immediate impact in sales success.

### *Our training focus is:*

To provide you with the methods that make professional selling simple and the sales process easy to manage.

You'll learn how and when to ask the questions that are critical for you in meeting the needs and requirements of your customer. You'll learn how to prepare a winning proposal, and how to conduct a powerful presentation that will impress your customer with your professionalism and attention to detail. Plus, you'll learn how to overcome the most common objections and motivate that customer to choose you, your company and your product or service.

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## **WE GUARANTEE YOUR SATISFACTION**

Our goal is to help bring you sales success. Go back and apply the fundamentals of the successful selling approach that you learned in our seminar. If you don't see positive results within 6 months, we'll issue you a refund or arrange for you to attend another Victory Seminar without paying another penny.

*That's our Guarantee!*

We bring this unique, two day course right to your area at a price that's a fraction of what others charge for less comprehensive and less informative programs.

You'll gain the Knowledge and Skills that will serve you well in your sales career for years to come:

1. **HOW TO...** avoid wasting precious time with "non-qualified buyers"
2. **HOW TO...** ask the right questions at the right time
3. **HOW TO...** determine the decision makers from the decision influencers
4. **HOW TO...** get an audience with the decision maker
5. **HOW TO...** generate interest in your company's product or service
6. **HOW TO...** listen to what the customer is telling you they really want
7. **HOW TO...** determine what the customer actually is going to buy
8. **WHEN TO...** give the customer a proposal, and when not to
9. **HOW TO...** differentiate your company's offerings from the competition
10. **HOW TO...** provide a solution to meet your customers needs and avoid selling on price

# Workshop Outline

## Session One

### The Sales Process: The Qualifying Call & Needs Analysis

- ▶ First impressions are lasting impressions - Do you appear, dress, sound and act professional?
- ▶ How to Qualify a prospect and avoid the mistakes of wasting time with unqualified buyers
- ▶ How to identify a "Prospect" from a pool of "Suspects"
- ▶ How to Build credibility with your prospect from initial contact through delivery
- ▶ How to sell on value and not on price
- ▶ How to identify a customer's needs and requirements
- ▶ How to Manage your time, and how to manage your sales activity, from Prospecting through Sale closure
- ▶ How to identify solutions that solve a customer's needs

## Session Two

### The Sales Process (cont.): Presentation-Proposal-Close

- ▶ Powerful Presentations-Conducting Effective and Professional Presentations
- ▶ Preparing Winning Proposals without selling on price
- ▶ Overcoming Objections and Closing the Sale!

Our approach to Fundamental Professional Selling is unique. Throughout the seminar, we teach and train on the material, and then put it to immediate use and practice by utilizing the lessons in real-time role play scenarios. This method of instruction is both fun and allows the attendee to put this valuable training into action and immediately begin to develop skills in a classroom setting instead of making the mistakes in the customer's office.

Register for our seminar on our website at [www.victoryseminars.com](http://www.victoryseminars.com) or by calling 1-(800)-723-4711.

## Still Need more Reasons to Register?

- 1. Our instructor is more than qualified.** Our instructor is a proven and seasoned entrepreneur and business owner with a life-long career in professional sales. You won't learn from someone presenting static material with little or no experience as with so many other seminars, but rather a person who has over 20 years of proven sales success in Sales and Sales management, and who is currently the principal of a Sales & Marketing business. This brings the real world experience and value added expertise to the workshop.
- 2. We give you the important information, with efficiency.** There are a lot of books, materials and information out there that could take you months, even years to gather, assemble and prepare. In a fast paced, fun and quality content filled seminar, we'll teach what we believe is the best, most important information to help you be the best you can be.
- 3. Fundamentals are the key.** You'll leave this seminar with specific, step by step methods you can apply immediately. We are certain you'll get noticeable results on your very next opportunity.
- 4. The value is unbeatable.** Not only is our enrollment fee among the lowest you will find, when you enroll four or more, you will enjoy an additional discount
- 5. Our Guarantee is Solid.** We are confident because we work very hard to ensure your satisfaction with our training program. If you're not satisfied, then that is not acceptable to us. Common sense, proven techniques, the practice of the sales fundamentals, a convenient meeting location, and an instructor that grabs your attention and takes you on a fun journey of learning how to sell successfully. We're sure you'll enjoy every minute of it.