

Equipment Dealers - Sales & Business Growth Program

Motivate your sales staff to:

- Become professionally aggressive
- Differentiate your business and themselves from the competition.
- Close more sales faster ... at higher markups and lower marketing cost.

After attending this program you'll be able to:

- Close sales faster for higher profits
- Become the buyer's choice to do business with.
- Attract high volume, high dollar customers.
- Never hear the word "NO" when asking for the sale and increased prices.
- Reduce your marketing cost.

Professional aggressive selling is only for those wishing to be successful

Attendees of all levels of experience will learn how to become aggressive in their personal style of selling and marketing without appearing aggressive to the customer.

Dare to be different – The one who is noticed and remembered makes the sales and profits.

Discover, learn and understand how to be positively different from the competition to gain and retain your most profitable customers.

Selling is 100% BASIC – Look at things from only one point of view: The Customer's

Learn, understand and be motivated to use proven, guaranteed basic and advanced relationship building selling techniques that will move your business to a much higher level of success immediately.

Attraction - Causing customers to be attracted to you time after time after time

1. *"USP" - Unique Selling Proposition*
Exercise to determine what you offer customers / prospects that differentiates you from your competition, thus causing customers to be attracted to you and purchase your products and services.
2. *Daring to be Different* - Exercise to discover and create the differences that will gain and retain your most profitable customers.

Advancing the Sale

1. *Never hear "NO" spoken or implied when asking for the sale* – A technique guaranteed to stop rejection, increase sales, and decrease marketing expenses.
2. *No Rejection Cold Calls* – Process to have all cold calls advance the sale towards a profitable conclusion with the least amount of marketing cost.

3. *Criticism turned to sales* – Techniques to turn criticism into positive sales activities and profits.
4. *Follow up that increases sales* – The key to increased sales.

4 Secrets of Selling

Knowing, understanding and using:

1. **Selling is Solving** Problems, Needs and Wants.
2. **Selling is Asking** questions that cause the customers to close themselves.
3. **Selling is Listening** for customers' problems, needs and wants. And listening for closing statements that will dramatically decrease the time of your selling cycle.
4. **Selling is Establishing Relationships** that build trust to increase sales and profits.

Benefits – If you don't sell them, you don't sell

Enable the novice to the seasoned veteran to close sales faster and for higher profits by selling what customers really buy – BENEFITS.

Perception - The unseen asset that increases success

The difference between...How you want your business to be perceived and how it is actually perceived by your customers and prospects ...makes a huge difference in your ability to increase sales and profits. Program attendees will

become acutely aware of the importance of the proper business perception and learn the selling skills and techniques it takes to give prospects and customers the utmost positive perception of their business.

Sales Call Preparation & Delivery

1. What you need to know before facing the customer.
2. What to say to the customer to advance and close the sale.

Telephone Techniques

1. How to use voice mail to gain customers.
2. Call behind the marketing materials.
3. Turning inbound calls into sales.
4. Follow-up calls that gain many future sales.

Referrals that Dramatically Increase Sales

To sell products...To sell add on products...To gain new customers.



SouthWestern has negotiated a bargain price for members. All this and more for only \$3,950.

Price includes full day training, transportation and lodging.

You provide meeting space, LCD projector, screen, and flip chart.

Why Bob Janet?

Because his programs are:

- Loaded with real life business stories and experiences...Not theory.
- Long lasting, results-driven.
- Fun, entertaining, inspiring and motivation. Not Boring.

Bob Janet is a highly sought after fun-entertaining motivational speaker who specializes in delivering key selling and marketing skills and techniques that help businesses increase sales and profits.

Bob relates to business owners, sales professionals and support staff by using his 40-plus years of front-line face-to-face selling and marketing as owner/operator of his retail, wholesale and service businesses, combined with his unique presentation style of audience participation and real-life business stories and examples.

With Bob Janet you get someone who has "Been there and Done it." You will not get a lecture. You'll get an experience. You will laugh. You will be engaged and participate. You will leave the program with motivation and selling skills and techniques that will grow your business immediately.

**Call SouthWestern Association to bring Bob Janet to your dealership to speak to your sales people:
800-762-5616**



**Bob Janet
Sales & Business
Growth program**

**From
Attracting Customers
to
Closing the Sale**

**For
Equipment Dealers**

- Sales professionals
- Sales support staff
- Technicians



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