

# TrainThem Programs

“We’re all born salespeople – we sell our opinions to others, we sell our beliefs, we sell our needs and wants – but professional selling is a skill that needs to be learnt and practiced just like any other skill.” **Joe Teagh** Managing Director



## Sell and Profit - Professional Sales Training

**The ‘Sell and Profit’ Professional Sales Training incorporates motivation and empowerment for sales people while providing real skills, formulas and content.**

Ask a sales person the simple question “who taught them how to sell?” and you’ll discover a simple truth. Most haven’t had formal sales training.

Sale staff, don’t just walk away feeling good about training but have advanced new skills that will immediately help them become a stronger and more successful sales person.

If you’re a business wanting to motivate your team and really reinvigorate the sales team, then ‘Sell and Profit’ professional sales training is for you.

### Professional sales training will boost all the measurements of success:

- Achieving and surpassing sales targets
- Closing bigger deals
- Shortening the sales cycle
- Boosting revenue and making more money

### MODULES

- **Preparation**
- **Commitment and Focus**
- **Emotional Selling**
- **Take Action**
- **Objections**
- **Customer Contact**
- **Qualification and Fact Finding**
- **Emotional Commitments**
- **Finalise and Close**
- **Follow Through**



## WAKE UP (to Life Today)

“Unlock your potential and change your life today.” Joe Teagh

If it was easy to eliminate the negative elements that hold us back, then we would all do it straight away but the reality for many of us is that change is hard to accept. We resist, we excuse and we carry on, while still wishing for change.

‘Wake Up’ takes you through what elements in your life give you the increased confidence to improve your career, sustain meaningful relationships and gain financial independence.

**Through ‘Wake Up’ life coaching, you will learn to enrich your life by:**

- Always having a positive attitude
- Eliminating negative elements, fears and dealing with obstacles
- Increased confidence and growing greater people skills
- Speaking with confidence on any subject and control the conversation
- Positively influencing others
- Choosing and securing the career you want
- Realising financial security
- Greater level of happiness
- Attaining better and happier marriage or relationship

**It is the instant Life changing program. This unique program has been developed to bring anyone back to life. Stop being DEAD but not BURIED!**

### MODULES

- **Why are You Here?**
- **Attitude**
- **Eliminate Negative Elements**
- **Increase Your Confidence Levels**
- **Enhance Your People to People Skills**
- **Speak With Confidence (Actions)**
- **Control The Conversation**
- **Influence Others**
- **Deal With Obstacles**
- **Select And Secure The Career You Want**
- **Eliminate Your Fears**
- **Change Your Life - Daily Positive Checklist**



## **CREATE THE OPPORTUNITY**

**A GOOD SALESPERSON IS SOMEONE WHO CAN SELL TO A CUSTOMER WHO IS LOOKING FOR YOUR PRODUCT.**

***A GREAT SALESPERSON IS SOMEONE WHO CAN CREATE A SALE FROM A SIMPLE HELLO WHEN MEETING ANYONE ANYWHERE.***

Why do most people go into business? The reality is that you create or set up a business because you want to make money.

Why do companies spend millions of dollars each year on advertising their business, their products and services? Simply to attract potential customers so that salespeople can convert those potential customers in to buyers.

Retailers in most cases pay their sales staff commissions as well as target bonuses to create an incentive which will stimulate sales.

The Create the Opportunity Program teaches sales people how to create opportunities from outside sources and not to just rely on potential customers walking in to a showroom. The more they sell, the more they earn. This program teaches how to source and effectively convert anyone into a buyer, the paying customer. Teach your sales people to “source and generate” rather than just to “wait and convert”.

### **MODULES**

- **SO YOU'RE IN SALES**
- **EXPOSE YOURSELF**
- **WHO DO YOU KNOW?**
- **WHO DO YOU MEET?**
- **STAY IN TOUCH [COMMUNICATE]**
- **SECURE REFERRALS**



## **CUSTOMER SERVICE**

*Customer service is about satisfied customers at the point of sale but even more importantly is about satisfied customers post purchase.*

This effective Program teaches exactly that, plus the techniques which result in customer retention thus creating customers for life.

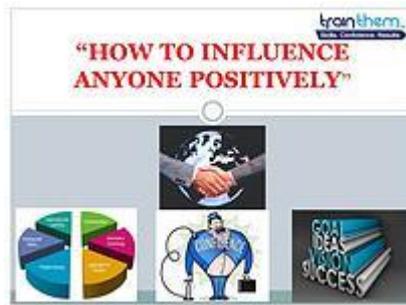
Advertising will bring a potential customer to your place of business ONCE. If that potential customer is dissatisfied with the sales person, your product or your company, that same customer will never return again no matter how many more times they see your advertisements and you could continually be advertising to attract “ONE OFF” sales.

Could your company run the risk of not advertising for three consecutive months and not lose sales?

The Customer Service program is about customer retention, generating and securing referrals by adapting the techniques of EXCELLENT CUSTOMER SERVICE before the sale, during the sale and after the sale has been made... this is called “the after sale – sale”

### **MODULES**

- **Introduction**
- **Customer cycle**
- **What is a customer?**
- **What is customer service?**
- **Become the customer**
- **Areas of customer service**
- **Customer Retention**



## HOW TO INFLUENCE ANYONE POSITIVELY

**Your sales person is usually the first point of contact when a potential customer enters your showroom or place of business.**

**That customer must like and trust that salesperson or the outcome will result in a NO SALE.**

Your company is not the only company selling your products or services. Customers have choices and they will choose to go elsewhere if they don't like or trust your sales person.

This unique program teaches how to successfully influence anyone positively and create a comfort zone which will result in a SALE and generate Referrals.

It teaches successful communication techniques and control of the outcome.

No matter what we are selling, our product is primarily PEOPLE.

If product knowledge is important, and it is, then be aware that people knowledge and communication skills are even more important.

### MODULES

- **The Power of Positive Influence**
- **Everyone is Interesting**
- **Be Genuine and Sincere at all Times**
- **The Different Sides of Control**
- **Change your Attitude Towards Others**
- **Engaging the Conversation**
- **Leading with Questions**
- **Be Noticed**
- **Conversation Starters**
- **Conclusion**