

# Sales Prospecting and Marketing



The field of sales has experienced some dramatic and far-reaching changes over recent years. Today's sales professionals as well as today's buyers are better educated, more informed, and have more options than ever before. These changes have created new, exciting, and challenging possibilities in every organization. Success requires innovative ideas and finely developed skills.

Whether you are selling a product or service, whether you represent a well-known, established company, or a new start up, one fact remains clear: it is unlikely that you will maintain a competitive advantage unless you discontinue doing things the way you have always done them.

Success in the world of sales depends on your ability to reinvent yourself and your processes, and apply them for improved results consistent to your customers' needs.

## The Process

The Sales Development process offers a comprehensive, concise process that will help develop a skilled, successful sales professional. By uniting current sales skills with a personal development system, a sales professional will uncover a system that will lead to higher levels of achievement.

## The Formula for Success

**ASK + GOALS = PBC → IR**

<b>A</b> ATTITUDE	<b>P</b> POSITIVE	<b>I</b> IMPROVED
<b>S</b> SKILLS	<b>B</b> BEHAVIOR	<b>R</b> RESULTS
<b>K</b> KNOWLEDGE	<b>C</b> CHANGE	

## Critical Issues Covered Within this Process

- Why is Sales so Important?
- Preparing for Change
- Importance of Balance
- The Buying Process
- The Selling Process
- Attitude Drives Success
- Prospecting and Marketing
- The Importance of Goals
- Communication Skills
- The Power of Questions
- The Steps of the Sale
- Understanding the Situation
- Clarifying Objectives
- Measurable Outcomes
- Getting Commitment
- Preventing and Handling Objections
- Preventing and Handling Stalls

## The Results Are Measurable

- Increased Sales
- Strengthened Focus on Attracting, Servicing, and Keeping Customers
- Increased Market Share
- More Repeat Business
- Increased Share of Wallet
- Competitive Business Converted
- Increased Income
- Higher Profits for You and Your Company
- Maximized Balance Between Business and Personal Life

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