

“Top – Down” Selling Sales Training Program

Presented by:

**John McCann
McCann Motivations**

**Tuesday October 21, 2008
9:00 AM – 4:00 PM**

Program Agenda

1. Selling exercise – “Mismatching”	8. Customer Needs Analysis
2. What do customers actually buy when they purchase something from you?	9. How to demonstrate that we are <u>GREAT</u> listeners
3. Review of buying roles within commercial accounts	10. Giving professional sales presentations
4. Selling in the 21 st Century	11. How to make your presentations come alive
5. Building a referral system through customers	12. Resolving customer concerns
6. The difference between an “Elevator Speech” and a “Value Proposition”	13. Close the sale
7. Phone and email etiquette	14. Selling to the many buyer personalities
	15. Negotiations for successful sales results
	16. Customer service after the sale

When: Tuesday, October 21, 2008

Where: Holly Tree Country Club, Simpsonville, SC

Time: 9:00 AM to 4:00 PM **Lunch provided, plus all handouts.**

Cost: \$ 89.00 per person (\$ 79.00 per person, per company if three or more people from the same company come together.)

Admission: Your check mailed to my office for \$ 89.00 per person, assures you a seat. Any further questions call me at 968-0262, or email me at john@mccannmotivations.com.

Make checks payable to: McCann Motivations, 2 Running Deer Court, Greer, SC 29650