



Sales Techniques & Increasing Sales

Available In:

- English
- Spanish
- Videoconferencing

What would the bottom line look like with increased sales?

What will trainees learn?

SECTION 1 – GETTING PAST THE GATEKEEPER:

- The gatekeeper is not the enemy.
- Sound senior; learn to come across with authority.
- The gatekeeper has great deal of important information.
- What's the best time to call?
- Don't try to make a pitch to the gatekeeper.
- Keep a positive and friendly attitude.
- Don't be stressed or tense during the call.
- How to plan your approach without using a script.
- Get past the question: "Is she/he expecting your call?"
- Last, chance solution.

SECTION 2 – QUESTIONS TO THE ASK CONTACT/PROSPECTIVE NEW CLIENT

- FIRST, BE SURE TO LISTEN!
- The opening questions typically begin with a 'w' – what, who, when, why
- Find out who your competition is and what they are doing right/wrong.
- Find out the frustrations your contact has.
- Asking contact if they'd like to know more about how you can answer their needs.

SECTION 3 – PROGRESSING FROM CONTACT TO SALES

- Leading your prospect to an affirmative response to your final offer.
- How to ask for the sale.
- Don't be pushy, be friendly.

SECTION 4 – THE CONVERSATION TO UPSELL ADDITIONAL PRODUCTS

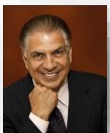
- Know your products intimately.
- Offer complementary products or services.
- Stay in touch with current and past customers.
- Be reasonable when recommending.
- Always add value.

How will this training benefit your company and employees?

This training will focus on increasing efficiencies of the sales process. Does the company have the proper sales strategies in place? Some of the biggest gains in increased sales will come from training the sales staff and by improving or streamlining the sale processes.

This training can be conducted for 8-12 hours or more. Onsite training may be customized to meet your business needs.

About Frank Ortiz



Frank Ortiz teaches and trains at the San Bernardino Community College District. He has experience in motivating and inspiring people in businesses, schools, senior facilities and small groups. He is an expert in Leadership, Communication Skills, Team Building, Supervisory Skills, and Business Strategies. In addition to his training, Frank has personally experienced a variety of management positions in his lifetime. Starting from the bottom to the top where he worked as the Vice-President of a large corporation to the CEO of his own retail chain of 14 stores. He has dedicated the last eight years strictly to his speaking career helping others achieve their goals and dreams.