

PRESENTATIONS

In today's competitive world of business, just opening the doors and hoping for customers is not a working strategy. This series helps businesses recognize and utilize the necessary components of being successful.

1.) The Magic 8's of Selling

Regardless of how much experience your sales staff has, most sales people do not know how to take advantage of the sales opportunity with the various customers they interact with. Some customers are "just looking", others are "confused", some "have a problem they want help with," while there are also customers that think they know exactly what they are looking for. Tom Shay shares eight types of selling scenarios; identifying signs of these customers and ways to interact with each customer type. Shay illustrates how your business can create "practice situations" and "games" where your staff can enhance their skills to increase your sales. Business owners with many years of experience have said they wished they had heard this information much earlier in their career as they feel it would enhance their ability to sell.

As a bonus, Shay includes eight ways of closing a sale. As too many sales people can get the customer to the point of making a purchasing decision, but fail to engage the customer in the close, the sale is often lost. Knowing these ways of closing a sale, and being able to utilize them at the appropriate time, will show up on the bottom line of your profit and loss statement.

These are the "Magic 8's of Selling"; Eight ways to identify the types of customers and eight ways to close the sale. The magic will appear as sales in your business increases.

2.) Advanced Professional Selling Skills

For those individuals who have been selling for many years, they want to learn more about selling than just the basics. Tom Shay shares his "Advanced Professional Selling Skills" which show the science of selling. Knowing why something works in selling will allow that individual to apply their own personality to the sales process, hence bringing out the artistic side of selling. During this session, Shay will include details such as the clothing you can wear, the pen you use to write with, the details of how to follow up after the sale, and why certain questions are going to fail to make the sale.

Applying the science and the art of selling to an individual's personality will allow that individual to enhance their skills as well as enhance the experience the customer has while doing business with your company. If you want to take sales skills to a higher level, "Advanced Professional Selling Skills" is the right selection for the audience.

3.) So You Want to Be a Master Salesperson!

What factor most influences the buying decision? It's the salesperson. Why is it certain salespeople seem to be able to resolve a problem for even the most irate customer? Why is it this salesperson seems to be able to answer any question the customer has? What makes this person the one who is asked for by name? This salesperson probably has the highest close rate and highest average ticket of all the sales staff in the business! Responsive attendees will find their careers changed as they decide to become—and learn the techniques of—a master salesperson.

4.) Relationship Selling Skills are a Big Deal!



An interactive presentation designed to assist participants in understanding how some of the "seemingly small" details of working with customers can make the biggest difference in making the sale. This presentation utilizes a deck of cards and places the participants into small groups where they can discuss the questions and answers posed on the cards.

Decks of Relationship Selling Skills playing cards normally retail for \$18, but can be provided to each participant for only \$10 each.

Tom Shay Presenter

While he was away at college, Tom Shay got a part time job in a clothing store. On the first day of work, he outsold everyone in the store. Over the next two years at that job, he set every sales record the store ever had, including outselling the current generation owner of the business. When you have been in a selling situation all of your life, the concepts of how to sell become entrenched in your thought process and your actions. As most people do not have this opportunity, Tom Shay shares the techniques he has learned from being a part of a family business for over 25 years. "Selling should be second nature", Shay says, "And I have detailed the many aspects of selling to share with people who want to learn how to be better at selling."