

Let 'em BuySM

What you will learn

The two-day interactive workshop provides real-world processes and tools for planning and executing sales calls. You will learn how customers make the decision to buy, why they buy, and the powerful, non-threatening role you can play in the buying process.

Who will benefit

- Account executives
- Major account managers
- Strategic account managers
- National account managers
- Global account managers
- Sales managers
- Sales executives
- Marketing managers
- Senior executives
- Sales support professionals

For more information,
call **800.745.8075**
or go to:
www.selling-up.com

Today's buyers are better informed, more sophisticated, and less inclined than ever to respond to traditional product sales pitches that emphasize features and benefits. Buyers are looking for more from sales professionals. Old sales styles and techniques no longer work. That's why **Let 'em BuySM** isn't traditional sales training. It's *buyer training for the sales professional*, and it's timely. You'll learn to stop selling, in the traditional sense, and start letting your customers buy!

The process and methodology for breaking through.

Let 'em BuySM provides sales professionals with the process and methodology required to achieve win-win sales results in today's complex buying environment. The two-day workshop enables sales professionals to:

- Understand what really motivates buyers and what they want from you after the sale
- Use a planning and delivery tool that focuses your sale on the buyer's perspective
- Use questioning and listening skills that differentiate you from your competitors
- Understand what you must do to facilitate a true win-win sale
- Read emotional signals that can stall your sale
- Recognize buying signals that tell you when to facilitate a close
- Build credibility, confidence and trust on every sales call

A unique, structured approach.

Based on proven results, **Let 'em BuySM** goes far beyond traditional tactics and techniques that are no longer effective in today's highly competitive markets. Participants learn to plan for and orchestrate important sales calls. The results are tangible: faster, smoother sales that gain long-term commitments from customers.

Hands-on, real world tools make all the difference. *The Sales Call PlannerSM* helps you build your customer strategy, plan your sales call, and effectively deliver your value offering.

A process and skill set that will make a difference.

Let 'em BuySM is really *buyer training for the sales professional*. It is a personal and business differentiator, and it will change the way you communicate with your customers and with your internal teams.