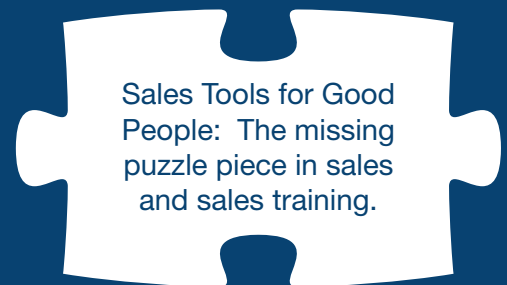




SALES TOOLS FOR GOOD PEOPLE

Sales Tools for Good People™ is a collection of effective customer-focused sales courses dedicated to helping good people achieve success in sales.



If we focus on the success of others, our success will naturally follow.

Available online at www.MyOTF.ca



Executive Overview & Course Listing

Here is a quick overview of our revolutionary web-based training programs.

Module 1: Measuring the Success of a Sales Call

Have you ever done everything that your customer has asked you to do, but they still didn't buy? Would you like to know whether or not your customer is going to buy before you invest all of your time and energy?

This e-Learning course is dedicated to delivering GEMs, tips, and techniques for you to improve, evaluate, and measure whether or not your sales calls have been successful.

Fundamental Sales Skill Addressed: Qualifying prospective customers.

Module 2: Cold Calling with a Warm Reception

Often the most feared and least understood activity of the salesperson is in-person cold calling. Until now, there has been no quick and simple approach for the sales person to follow. This course will provide you with a step-by-step process for cold-calling success.

Fundamental Sales Skill Addressed: In-person cold calling.

Module 3: The Telephone

When was the last time you personally bought something over the telephone from an unknown caller and/or an unknown company? Probably very few times, if ever! How many times have you pitched your products or services over the telephone?

Would you like to improve your sales effectiveness on the telephone? Sales calls on the telephone are all about building interest and scheduling an appointment, not selling your stuff! In this course you will learn a unique telephone introduction GEM as well as several other GEMs (including handling voicemail jail) that will immediately improve your sales effectiveness when calling customers.

Fundamental Sales Skill Addressed: Contacting customers by telephone and booking meetings.

Module 4: The Initial Meeting

Have you ever wondered how you can increase buying urgency with your customers? You do not create buying urgency, you discover it. The goal of the initial meeting is to have the customer recognize that their current situation could be better.

Our job as a customer-focused sales person is to help the customer discover the gap between "what is" and "what should be". This gap reveals the customer's motivation to buy and your potential role in the process. This course provides specific GEMs for discovering and enhancing a customer's motivation to buy.

Fundamental Sales Skill Addressed: Discovering and revealing a customer's discontent.

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Sales Tools for Good People™ is a collection of web-based sales training programs that are dedicated to removing the “hypocrisy of sales”, which is, teaching salespeople to sell differently than how they like to buy.

Module 5: Defining & Refining Buying Criteria to Establish Competitive Differentiation

Would you like to help your customer become a better buyer, differentiate yourself, and set a stumbling block for the next competitor who walks through the door? The GEMs in this course will help you do just that.

The answer lies in defining and refining the customer's buying criteria. By using the GEMs for defining and refining buying criteria, you will discover your key areas of competitive differentiation.

Fundamental Sales Skill Addressed: Questioning techniques.

Module 6: Solidify Your Competitive Differentiation

Would you like to design a winning solution for your customer and influence their buying criteria in a way that best meets their needs while simultaneously creating a competitive advantage for you and your company?

Would you like to know which of your competitive advantages are most important to the customer, before presenting them? The GEMs in this course will provide a proven method for solidifying your competitive differentiation and locking out the competition.

Fundamental Sales Skill Addressed: How to outsell the competition.

Module 7: Winning Proposals & Presentations

Proposals and sales presentations are important pieces of the buy/sell process. If handled correctly, they can pave the way to sales success. There are key steps when building winning proposals and presentations.

This course provides the proposal and presentation GEMs that will dramatically improve your chances of winning the sale.

Fundamental Sales Skill Addressed: Preparing proposals & presentations.

Module 8: Handling Objections

Objections are a common part of the negotiation process and many salespeople and customers can get worked-up while addressing them. Knowing how to handle objections properly is a fundamental skill for sales success.

By following the GEMs, tips, and techniques in this module, you will effectively handle objections, create a mutually beneficial solution, and keep the customer moving forward in their buying process.

Fundamental Sales Skill Addressed: Objection handling techniques.



If you focus on the success of your customers, your sales success will soon follow. The GEMs contained within are non-manipulative customer-focused sales tips that will help you and your customer move forward in the buying process.

Module 9: Asking for Commitment

As customer-focused sales people, it is important for us to maintain a positive relationship with our customers during negotiations. Why? Because in their eyes, it is just the start of the relationship.

Knowing how to ask for the sale is paramount.

In this course we will provide customer-focused negotiating GEMs that will help you negotiate and attain a mutually beneficial agreement with your customer. You will know these GEMs have been successful when both parties walk away feeling as if they have won.

Fundamental Sales Skill Addressed: Negotiating skills and how to ask for the sale.

Module 10: Follow-Up, Referrals, & Reference Letters

Salespeople often complain that there is a lack of customer loyalty. Whose fault is it? Customer loyalty is earned after the sale has been confirmed. Successful customer-focused salespeople can enhance customer satisfaction and loyalty by implementing the GEMs from this course. In addition, this course will also provide GEMs that clearly show when and how to obtain reference letters and referrals.

Fundamental Sales Skill Addressed: How to perform an effective follow-up call and generate references and referrals.

Module 11: Finding Sales Opportunities By Studying Change

Change is the only constant. To be an effective customer-focused salesperson you must study change. You must study your customer, their current changes, and how your products or services fit into that context. It is here where new sales opportunities reside.

Do you have an extra 8 hours per day to study your customers, their industry, and your industry to look for signs of change? Probably not. Would you like to acquire the same information in a fraction of the time? The GEMs in this course will help you quickly research and identify new sales opportunities and prepare for short notice meetings.

Fundamental Sales Skill Addressed: How to find new sales opportunities with both new and current customers.

**Each training program is only \$10.
Check out our site at www.MyOTF.ca
for more information.**