

# MANAGING FOR SALES SUCCESS

DOUG DVORAK



## Program Description

Doug's customized program focuses on selling techniques that are used throughout the sales process, from creative prospecting, to developing customized value propositions, to first impressions, to demonstration, to closing. In prospecting, it is imperative to understand the different types of clients you will encounter and what selling techniques will work best for them. Some clients are going to want all of the facts and supporting data and may take a long time to make a decision to move forward. Other clients will want to know how the product or service will benefit the organization and may even make a decision without hearing the entire presentation. When dealing with demanding situations, sales professionals need to be able to adapt their selling techniques and style to match the client's needs. After all, the golden rule has changed to, "Treat others how THEY want to be treated."



## Results and Benefits

- ✔ Helps spot winners and establish a reliable method of choosing sales people.
- ✔ Evaluates the performance of both new and existing sales people.
- ✔ Shows the sales manager how to get the most out of the sales team.
- ✔ Provides coaching for the sales team for maximum results.
- ✔ Six point assessments that help select the salesperson that best fits the present needs of the company:
  - Prospecting
  - First Impressions
  - Qualifying
  - Demonstration
  - Influence
  - Closing

Once the results are received, sales skills development can be tailored to the different needs of each sales person and organization. When sales people understand themselves and their prospects, communication becomes more effective. Therefore, sales productivity and performance increase. The information given in these assessments will enhance the sales development process for any organization.



## Duration

- 45-60 Minute Keynote
- 2-4 Hour Breakout Session
- 6-8 Hour Full Day Training

This program can be customized for any event including:

- ✔ Breakfast / Lunch / Dinner
- ✔ Recognition Ceremonies
- ✔ Sales Meetings
- ✔ Management Conferences
- ✔ Corporate Retreats
- ✔ Special Events

