



“ART OF SELLING” (2+ HOURS)

Does your business experience any of these?

- Team members who do not really understand the process or psychology of selling?
- Team members that have ‘sales reluctance’?
- Team members who simply ‘supply’ goods or fill customer orders rather than actively and effectively influencing them to purchase products they want or need?
- Team members who sell a single item when a multiple product solution would better meet the needs of the customer?
- Team members who do not know how to ‘build the desire’ of customers to purchase the recommended product(s)?
- Team members who simply farewell customers after the sale instead of building their loyalty and/or inviting them back?

Would you like a cost-effective solution to this?

“**Art of Selling**” educates and empowers team members to have a positive attitude to selling and provides them with the knowledge and skills needed to positively influence customers towards purchasing products and solutions that will best meet their needs.

Topics include:

- What is selling?
- The difference between selling and supplying
- Successful selling without pushiness
- Exploring and qualifying customers’ needs, wants and interests
- Building the customer’s desire to purchase
- Buying signals
- Asking for the decision
- Handling objections
- Secondary selling
- The financial exchange and
- Building loyalty or attraction back

An optional complementary service to this program is:

- **Sales Coaching** where an AW sales coach will work with team members individually to identify areas for improvement and to educate and empower them towards sales mastery.

TESTIMONIAL

“I recently had my whole team attend this program”. This is the type of training I’ve been looking for years – getting back to the basics of what selling actually is and training people how to do it successfully. We so often fill our staff’s heads with volumes of product knowledge but never take the time to teach them how to do what we employ them for – to sell. I wholeheartedly recommend this training session to all retail owners and I look forward to my team undertaking more of the AustraliaWide programs.”

Proprietor Terry White Chemists, Charlestown, NSW