



TRAINING
point.net

Sales & Service MASTERCLASS Series

A series of 8 DVDs to motivate your sales and service people to perform at their best



Set of 8 new DVDs

Psychologist Peter Quarry hosts a panel of sales and service experts: Michael Schiffner, managing director of Collective Intelligence, an award-winning sales training consultancy, Gayarthri Buur-Jensen, a top retail sales manager, and Andrew Stuart, co-founder of real estate giant Hocking Stuart. Programs include demonstrations by the panel and training activities – ideal for group training and self development.

1. What Customers Love and Hate
2. Selling Yourself First
3. Presenting With Impact
4. Overcoming Objections
5. Closing the Sale
6. The Phone as Friend
7. Managing Difficult Customers and Complaints
8. Working Constructively in a Sales Team

© TrainingPoint.Net
Distributed by
SEVEN DIMENSIONS PTY LTD
www.7dimensions.com.au
P: +61 3 9686 9677
F: +61 3 9686 7577
E: eve@7dimensions.com.au

1. What Customers Love and Hate

12 mins SASM01 - ISBN: 978-1-921635-35-9

Learn to engage customers by avoiding what they hate and focusing on what they love:

- Be punctual and polite
- Avoid the 'hard-sell' and avoid overpromising/under delivering
- When doing a cold call – ask permission
- Use good open questions to explore needs and engage the customer
- Know your product benefits and link to needs
- Create value for a product so the deal feels good

2. Selling Yourself First

12 mins SASM02 – ISBN: 978-1-921635-36-6

Discover ways to create a great impression and build positive customer relationships:

- Build rapport and develop trust
- Show interest and ask questions
- Use positive body language and warm tone
- Ensure a professional look with clothing and grooming
- Maintain a strong positive attitude – use recharge techniques
- Ensure fitness for best energy levels

3. Presenting with Impact

16 mins SASM03 – ISBN: 978-1-921635-37-3

Find out how to present products and services with greater impact:

- Engage the customer with questions to determine needs
- Focus on value of product before price
- Use good listening skills and silence to encourage clients
- Invite questions from customer
- Have good product knowledge – link benefits to needs
- Be authentic and natural

4. Overcoming Objections

16 mins SASM04 – ISBN: 978-1-921635-38-0

See demonstrations and learn techniques to overcome customer objections:

- How to overcome the most common objections:
 - No need (I already have one)
 - Price (too much, cheaper elsewhere)
 - Feature (too big, wrong style)
 - Time (need to think about it)
- Acknowledge the objection without being defensive
- Normalise the customer's feelings and use reference examples
- Use features and present options



Sales & Service MASTERCLASS Series

NEW 2010

5. Closing the Sale

12 mins SASM05 – ISBN: 978-1-921635-39-7

Reconsider how to close a sale and use positive strategies for success:

- Redefine the notion of 'closing' the sale
- Gain the customer's commitment at various stages of the sales process
- Selling is a natural progression without forcing a close
- Ask for the sale progressively and add on items
- Summarise needs and link to product, then ask for the sale
- Challenge the long term wavering customer to buy

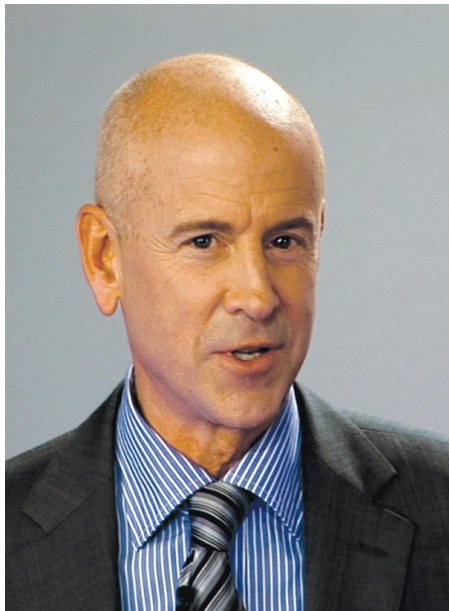


6. The Phone as a Friend

13 mins SASM06 – ISBN: 978-1-921635-40-3

Find out how and when to effectively and efficiently use the phone in selling:

- Take opportunity to sell or add on, when someone calls in
- Avoid call reluctance by getting calls done early
- Leave clear, simple effective messages with slow delivery phone number
- Follow up soon after the contact once or even twice
- Use a personable voicemail greeting, log all contacts
- Use SMS for confirmation or promotions



7. Managing Difficult Customers and Complaints

13 mins SASM07 – ISBN: 978-1-921635-41-0

Learn to resolve conflicts with complaining customers effectively :

- Acknowledge the customer's complaint and listen calmly
- Apologise to the customer and show empathy
- Allow customer to vent - don't argue or take it personally
- Probe to find out what is causing the problem
- Offer to fix or refund as appropriate
- Ask customer to suggest what they want as a fix

8. Working Constructively in a Sales Team

13 mins SASM08 – ISBN: 978-1-921635-42-7

Discover what makes a sales team work effectively to achieve best results:

- Know the characteristics of great sales teams
- Ensure good communication and value diversity
- Promote a positive fun environment and culture
- Team leaders and managers must be role models
- Managers should provide regular one on one coaching for team members
- Ensure two way feedback between team members and the manager

LEADERS GUIDES PDF

with each DVD includes discussion questions, activities, handouts and answer sheets.



CLOSED CAPTIONED

SPECIAL PRICE

SET OF 8 DVDs
AU\$1760 (Each DVD \$319)
STOCKCODE: SASMSET8
ISBN: 978-1-921635-34-2