

Sales & Service MASTERCLASS Series



Ensure everyone is skilled to serve and sell



Set of 8 videos

Psychologist Peter Quarry hosts a panel of sales and service experts who demonstrate and discuss key skills. Ideal for group training or self-development.



SALES & SERVICE MASTERCLASS SERIES SET OF 8 VIDEOS

STOCKCODE: SASMSET8
ISBN: 978-1-921635-34-2

LEADER'S GUIDES

PDF on each DVD with discussion questions, activities, handouts and full scripts.

DVD SET PRICE \$1496
EACH DVD \$275

Streaming Options Available



1. What Customers Love and Hate

SASM01 | ISBN: 978-1-921635-35-9

12 minutes

Engage customers with skills:

- Punctual, polite, ask permission
- Use open questions to explore needs
- Create value and link benefits

2. Selling Yourself First

SASM02 | ISBN: 978-1-921635-36-6

12 minutes

Build customer relationships:

- Build rapport and trust
- Impress with questions and warmth
- Look professional, be fit and positive

3. Presenting with Impact

SASM03 | ISBN: 978-1-921635-37-3

16 minutes

Strategies to impress customers:

- Engaging questions to learn needs
- Listen, encourage, invite questions
- Link product benefits to needs

4. Overcoming Objections

SASM04 | ISBN: 978-1-921635-38-0

16 minutes

Learn strategies for typical objections:

- No need, price, feature or time
- Acknowledge and normalize feelings
- Use reference examples, features and options

5. Closing the Sale

SASM05 | ISBN: 978-1-921635-39-7

12 minutes

Closing with success is natural progression:

- Customer commitment stages
- Ask progressively, add items
- Summarise needs, link to product

6. The Phone as a Friend

SASM06 | ISBN: 978-1-921635-40-3

13 minutes

Effective and efficient use phone:

- Sell or add on inbound calls
- Do calls early, use SMS, log calls
- Effective messages and follow up

7. Managing Difficult Customers and Complaints

SASM07 | ISBN: 978-1-921635-41-0

13 minutes

Turn angry customers into advocates:

- Acknowledge, apologise, allow venting
- Don't argue or take personally
- Probe for cause, determine best fix

8. Working Constructively in a Sales Team

SASM08 | ISBN: 978-1-921635-42-7

13 minutes

Achieve best results from the team:

- Winning characteristics, value diversity
- Promote fun environment
- Two way feedback, coaching, role model