

Sell

Like A Pro

Professional Development

The gap between business survival and business growth can be separated by one essential skill: persuasiveness. The ability to persuade is an essential tool when overcoming sales obstacles. It can even transform an angry customer into a repeat customer. While selling may pay the bills, the power to persuade will grow your business.

Sell Like a Pro™ will help you and your organization sharpen its set of persuasive tools. This presentation allows you to create a more powerful statement of attraction, one that separates you from the competition and draws clients toward your marketable difference. It will help you induce meaningful conversation between you and your clients, assisting you in positioning your product/service as the answer to their needs. In addition, you will be more prepared to recognize the intersection of readiness to buy and your need to close the deal.

1. **The statement of attraction** – you want to be able to attract listeners to your message. Too often, people try to persuade before they attract. This helps you eliminate this common mistake.
2. **Introduction** – a well crafted, very specific opening designed for each customer to whom you want to persuade can be done with a simple formula. This formula will take less time and give you a fast surefire way to capture and hold the customers interest.
3. **Meaningful conversation** – the actual middle of your persuasive argument is where you clarify how your product will fill the needs of the buyer.
4. **Conclusion** – bringing your argument to a proper close is an art. Too soon and the buyer balks, too late and you miss the opportunity. Be able to get it right more often.
5. **Follow up** – once the sale has been made the relationship requires strengthening. This is the main ingredient necessary to building a book of business that will pay long term dividends.