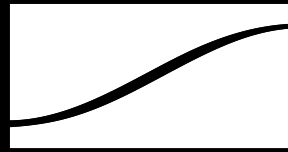


SFAGNA



SELLING

SKILLS TRAINING



Lining Phase
Closing Phase
Telephone & Internet
Business Development
Prospect Follow-Up
After-Sale Follow-Up

SFAGNA

LINING PHASE

SELLING SKILLS TRAINING



Establishing rapport, qualifying want and need, and presenting value are keys to salespeople Lining their prospects on the right product in inventory and obtaining the commitment to purchase.

THIS CURRICULUM INCLUDES

- Developing a Strong Understanding of the Selling Process.
- Lining Phase Introduction, Qualification and Presentation.
- Selling Yourself, Your Product and Your Company.
- Building Rapport, Establishing Relationships, Selling Value.
- Obtaining the Commitment to do Business.

WHO THIS PROGRAM IS FOR

All Personnel who handle Opportunities to do Business On-the-Floor, On-the-Telephone, Online, or In-the-Field.

Master the Skills required to Excel at Qualification, Relationship Development, Presentation, and Obtaining the Commitment to do Business.

CLOSING PHASE

SELLING SKILLS TRAINING



An exciting part of selling for salespeople is writing up the purchase proposal and negotiating the terms for purchase. Being prepared and able to overcome any objective that arises is key to selling success.

THIS PROGRAM INCLUDES

- Closing Phase Selling Procedures.
- Closing Phase Qualification, Preparation and Negotiation.
- Negotiating Psychology, Principles and Strategy.
- Dividing and Conquering a Terms for Purchase Negotiation.
- Up-Selling and Supplementing your Deal with Accessories.

WHO THIS PROGRAM IS FOR

All Personnel who Negotiate the Terms for Purchase for their Products and Services.

Master the Skills required to Excel at Preparing, Presenting, Negotiating and Closing Deals without having to Compromise your Terms for Purchase.

TELEPHONE & INTERNET

SELLING SKILLS TRAINING



The majority of business originates or ends on the Telephone and Internet. As a result, companies depend on how well their sales personnel handle these selling opportunities for their success.

THIS PROGRAM INCLUDES

- Telephone and Internet Selling Procedures.
- Telephone and e-Prospect Psychology and Qualification.
- Receiving the Call, Qualifying the Call, Returning the Call.
- Information Gathering and Relationship Development.
- Preparing your Prospect for Success prior to Arrival.

WHO THIS PROGRAM IS FOR

All Personnel who handle New Incoming Telephone and Internet Selling Opportunities.

Master the Skills required to Excel at Receiving, Handling and Securing Appointments to do Business with New Incoming Telephone and Internet Selling Opportunities.

BUSINESS DEVELOPMENT

SELLING SKILLS TRAINING



Generating new business without increasing advertising is the objective of every business. Being trained and equipped to identify where these opportunities exist is key to capturing them.

THIS PROGRAM INCLUDES

- Business Development Selling Procedures.
- Strategies for Generating Opportunities to do Business.
- Captive Audience Marketing Campaigns.
- Lead Regeneration Marketing Campaigns.
- Creating Want, Satisfying Needs.

WHO THIS PROGRAM IS FOR

All Personnel who handle Outbound Telephone and Outside Marketing Campaigns to Generate Opportunities to do Business.

Master the Skills required to Excel at Finding Opportunities to do Business and Inspiring the Leads you Generate to do Business with you.

PROSPECT FOLLOW-UP

SELLING SKILLS TRAINING



Prospect follow-up requires strong communication and organizational skill. Managing time, a schedule and a prospect portfolio without losing opportunities is a challenge for even the best salespeople.

THIS PROGRAM INCLUDES

- Prospect Follow-Up Selling Procedures
- Prospect Follow-Up Qualification and Psychology.
- Prospect Follow-Up Communication Skills.
- Prospect Follow-Up Plans of Action.
- Prioritizing, Managing and Controlling Prospect Follow-Up.

WHO THIS PROGRAM IS FOR

All Personnel who handle Prospect Follow-Up and Customer Care for Unsold Selling Opportunities.

Master the Skills required to Excel at Establishing Follow-Up Plans of Action and Securing Appointments to do Business with Unsold Selling Opportunities.

AFTER-SALE FOLLOW-UP

SELLING SKILLS TRAINING



Ensuring customers remain satisfied is key to sustaining and growing business. Maintaining relationships is key to building a strong client base that produces residual business opportunities.

THIS PROGRAM INCLUDES

- The After-Sale Follow-Up Process.
- Customer Care, Retention and Management.
- Customer Sales Satisfaction and Referral Development.
- Obtaining Referrals to do Business.
- Building a Strong Customer Base.

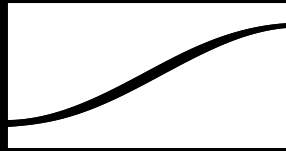
WHO THIS PROGRAM IS FOR

All Personnel who handle After-Sale Follow-Up, Sold Customer Care, and Building Ongoing Business Relationships.

Master the Skills required to Excel at Customer Care, Customer Satisfaction and Producing Repeat and Referral Opportunities to do Business.

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Excellence Without Compromise™



**Take the Steps Required to
Become Your Best!**