

ORGANIZATIONAL SUCCESS

Sales Development

People love to buy but they hate to be sold. The field of sales has seen some dramatic and far-reaching changes in today's business environment. Today's salesperson, as well as today's buyer, is better educated, more informed, and has more options than ever before. Sales Development is significantly different from sales training. In training, knowledge is transferred from one person to another.

Development occurs only when knowledge is internalized, creating a behavioral change that leads to the expression of positive, results-oriented skills.

This program combined with our experience will enable your sales force to achieve measurable results!

Example of Topics Covered

- Success in Sales
- The Importance of Balance
- The Selling/Buying Process
- Building Attitudes for Positive Results
- The Role of Goals
- Prospecting
- Developing Referral Sources
- Getting Appointments
- Gaining Favorable Attention
- Discovering Wants and Needs
- Communication Skills
- Handling Stalls and Objections
- Getting Commitment & Follow-Up
- Managing Your Time
- Continuing Your Personal and Professional Growth

"Development occurs only when knowledge is internalized, creating a behavioral change that leads to the expression of positive, results-oriented skills."



ORGANIZATIONAL
SUCCESS
MANAGEMENT

ORGANIZATIONAL
SUCCESS MANAGEMENT
205.757.8321
success@osmconsulting.com

