

The Continuing Education Program

The Continuing Educational Program was designed to improve sales performance through an on-line continuing educational process. Covering Chapters/Levels 1 through 7 of the on-line E-Video Book, *The Seven Evolutionary Levels to Profound Selling*. This book contains video modules of *actual sales situations* to demonstrate the concepts in action. For additional support you may also choose to listen to the unabridged E-Audio Book. Each module will contain questions taken from these sources as well as on-line video modules capturing additional sales interactions shot live in dealership showrooms! If elected, the manager will receive e-mail notifications as the student completes each module as well as alerts if the student is falling behind in their modules.

Here are a few highlights of what *The Continuing Education Program* covers:

- What is selling
- Why salespeople feel the need to talk so much and does this help the sale
- Three steps to setting and achieving your sales goals
- Why deception is unnecessary in the sales process
- The four most important criteria to a customer in a buying decision
- Why the need for *Levels* of understanding
- The difference between *telling* and *asking* questions in the sales process
- How to qualify a customer's intent without offending them
- Discovering what is most important to the customer & their financial parameters in less than 6½ minutes
- The four most important elements to a customer during the presentation
- The most effective way to conduct a product presentation
- How and when to ask for the sale
- 50 different ways to move towards closing the sale
- The difference between a minor, trial and major closing questions
- The quickest ways to grow customer trust
- How to grow your confidence
- Professional use of the telephone for incoming and out-going calls
- Understanding body language in the sales process
- Identifying buying signs of the customer and what to do when you see them
- Hidden messages in a customer's hand shake
- 9 ways to close sales when customers are not walking in the door
- How to build referral business
- Growing your sales with *customer adoption*
- Setting and working by appointments
- Words that create sales
- Business ratios and monitoring your success in the sales process
- How to *transition* through the different steps in the sales process
- How to handle the hard core price shopper on the phone
- How to get the most out of your business card
- The process of *Linking* to reduce time in follow-up and increase sales

