

## Relationship Selling

*Do you know that it costs more than five times as much to get a new customer as it does to keep an existing one?*

*When you build a relationship with your customers, you maintain their loyalty and turn them into spokespeople for your company.*

*Building a superior sales organization is much more than assembling a group of people called salespeople.*

*A top salesforce breaks the 80-20 rule.*

- *More Sales*
- *Higher Profits*
- *Win-win Communications*
- *Customer Loyalty*
- *Sterling Public Relations*
- *Greater Company Growth*

"Loved it! I gave it more value than any other Sales Seminar!"

"Our sales training classes were packed twice a week. Now, we have a single, much smaller class every other week - we're keeping our salespeople! And now we devote so much more of our training time on things we could never get to before."

"Using Data Dome's behavioral style profiles has uncovered highly valuable information about identifying and adjusting for different styles, both with our buyers and with each other. The Sales Seminar in particular gave us the insights to take the step from simply identifying different styles to adapting our individual styles to the behavioral style of each client. ... The seminars succeed in being both nonthreatening and frank, a combination that proved to be extremely beneficial and constructive for our sales team."

- Over 4,000 BellSouth sales managers and employees
- Over 400 Atlanta Gift Mart sales managers and sales reps
- Over 400 Transamerica Asset Management national salesforce
- Over 300 Hewlett Packard VPs, sales managers, and employees
- And over 7,000 other managers and employees from over 100 companies



Conducted by Top  
Sales Trainer

**Arthur G. Schoeck**

Winner of the TTI

International Trainer  
of the Year Award

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## Skill Series for Sales Professionals

### Target Training for Business to Business Relationship Selling Skills



*Maximizing Individual and  
Corporate Potential*

<http://www.datadome.com>

# SALES TARGET TRAINING

## Relationship Selling Skills

### OBJECTIVE

*To provide sales professionals the opportunity to learn about their strategy weaknesses, and to master the specific skill areas required for successful relationship selling.*

The Sales Skills Series is based on an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment.

Can this person sell? Like any profession, selling has a body of **knowledge** related to its successful execution. It is this knowledge that is assessed and ranked against over 3,000 successful sales professionals.

Participants then attend the sessions in which their skills and strategies were least effective compared to national sales standards by earnings.

- **Prospecting**
- **First Impressions**
- **Qualifying**
- **Demonstration**
- **Influencing**
- **Closing**
- **General**

The Sales Strategy Index Report is included. *Prior to attending the seminar, attendees will receive, via email, instructions to complete the online assessment. The results provide the basis for the selection of seminars.*

### 1- Prospecting

**Cold Calling:** Prospecting skills, necessary mind-set for proactive prospecting.

**Time & Territory Management:** Strategies, avoid procrastination, 11 boosters.

**Telephone Skills:** 6 keys, adaptive responses, fatal errors, 14 insider secrets.

**Self-Starting Capacity:** How to develop consistency, discipline, and resiliency.

**Handling Rejection:** Solutions, handling objections, specific shortcuts.

**Persistence:** Psychological and practical approaches, maintaining continuity.

### 2- Making First Impressions

**Engaging Customers:** Uncovering problems, approach and involve clients.

**Projecting Rapport:** Projecting openness, concern, trust.

**Courtesy and Politeness:** Business etiquette, strategies for implementing.

**Relating to Others:** Little-known ways to find root cause of communication problems, strategies to enhance interpersonal skills, self-image.

**Evaluating Others:** How to get an accurate reading of prospects.

**Taking the Initiative With Others:** Principles of proactive interaction.

### 3- Qualifying & Probing

**Qualifying Buyers:** Skills and knowledge to artfully qualify, essential tips.

**Questioning Strength:** Asking the right questions in the right ways.

**Accurate Listening:** Recapture the "lost art" of powerful listening.

**Understanding Needs:** Deliver on-target specific solutions to even poorly verbalized needs.

**Patience:** Determine the best pace for vitality, 5 guiding principles.

**Maintaining Goal Focus:** Engaging, a "must listen" for maintaining direction.

### 4 - Influencing

**Solving Sales Problems:** Problem-solving methods of winners.

**Identifying Buying Signals:** Reframe, restate, utilize verbal/ non-verbal cues.

**Maintaining Trust:** Harness the most compelling element for selling value.

**Emotional Connection:** Information-dense session on powerful principles.

**Correct Use of Resources:** Learn when and how to use your resources.

**Problem Resolution:** Identify and resolve problems with 3-step process.

### 5- Demonstrating the Product

**Giving an Effective Presentation:** Nuts and bolts of value/quality/price.

**Persuading Others:** Crash course on becoming a master of persuasion.

**Balanced Communication:** Strike a balance between talking and listening.

**Concrete Organization:** In-depth, step-by-step solutions to disorganization.

**Personal Flexibility:** Secrets to avoid stress, rigid thinking, lack of creativity.

**Using Common Sense:** Uncovers the myths, unfolds the secrets for sales.

### 6 - Closing the Sale

**Dealing with Objections:** Up-to-date skills and strategies of winners.

**Closing the Sale:** Proven and tested methods, sure-fire ways to build client-base.

**Identifying Objections:** Isolate and corral objections, stalls and smoke screens.

**Courage:** Develop and call on courage to target, progress, and complete.

**Self-Control:** Guidelines for maintaining composure, no matter what!

**Becoming Results-Oriented:** Rise to the challenge of adapting to succeed.