



Effective Selling Strategies®

This 8-session program will help participants master the art of selling with practical, results-driven techniques. Learn how to connect with clients, build trust, and close deals confidently. Whether you're new to sales or looking to sharpen your skills, this program empowers you with the strategies and tools you need to succeed in today's competitive market

Program consists of a kick-off session, a goals workshop, and the following six sessions:

<p>1 – Defining Your Target Market</p> <ul style="list-style-type: none"> • The Power of Target Marketing • Choosing Your Target Market • Approaching Your Target Market Through Relationships • Prospecting Attitudes and Activities • Profile of a Class "A" Prospects • Methods of Prospecting • Obstacles to Professional Referral Prospecting 	<p>2 – Approaches that Sell</p> <ul style="list-style-type: none"> • What is the Approach? • Pre-Approach Communication • The Telephone Approach • Systematic Telephone Approach • Other Approaches
<p>3 – The Sales Interview</p> <ul style="list-style-type: none"> • What is a Sales Interview? • Why Have a Planned Interview Process? • Learning the Interview Process • The Nine-Step Interview Process • Focusing on the Prospect's Self-Interest • Ensuring Favorable Conditions • Adding Interest to the Interview 	<p>4 – Discovering Prime Buying Motives</p> <ul style="list-style-type: none"> • What Prospects Want and Why • Know Yourself • Know Your Prospects • The Power of Probing • Asking Probing Questions • Listening Pays Off
<p>5 – How to Close Sales</p> <ul style="list-style-type: none"> • Closing Principles • Recognizing Buying Signals • Selecting the Right Closing • Steps to Mastering Closing Techniques • Don't Buy Back Your Sale! • Don't Leave Business on the Table! • Asking for Referrals • Becoming a Closing Expert 	<p>6 – Overcoming Stalls and Objections</p> <ul style="list-style-type: none"> • Handling Stalls • Objections as Buying Signals • Handling Objections • Countering Objections • Handling the Price Objection • Disagree Without Being Disagreeable

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Developing Leaders and Organizations to Their Full Potential!