

## Advanced Selling Techniques

### Overview:

Everybody, everywhere, everyday is selling or buying products, services or ideas. Individuals, groups, companies and governments all take part in this fundamental and most important function that can offer achievement, power, fame, fortune and success to those who excel in it.

### Content:

#### Topic 1 Success in Selling

**Nine Characteristics of Successful Sales people**  
**Professional Sales people**

#### Topic 2 Sales as a Career

Relationship Selling  
Relationship Marketing

#### Topic 3 Psychology of Selling (Why People Buy)

Psychological Influences on Buying  
Approach to Buyer Need Satisfaction  
Determine Buying Needs  
Perception, Attitude, Belief  
Buyers' Personality



#### Topic 4 Adaptive Selling

Classify Buying Situations  
Consumer/Organizational Decision Making Process  
Evaluation of Information

#### Topic 5 Communication (Key to Success)

Non-verbal Communication  
Barriers to Communication  
Persuasive Communication  
Effective Listening for Success

#### Topic 6 Sources of Sales Knowledge

Know Your Company  
Know Your Products  
Know your Competition, Industry & Economy



### **Topic 7 Sales & Advertising**

Types of Advertising

### **Topic 8 Technology in Sales**

Individual Productivity  
Contact Management  
Automated Sales Plans & Tactics

### **Topic 9 Prospecting**

Prospecting Strategy  
Center of Influence