

Sales Training Workshop Series

Anatomy of a Sales Call

Title

Anatomy of a Sales Call: A Formal Outline For Successful Selling Situations

Program Length

2 – 4 hours

Synopsis

This session is a must for the new sales rep, and a valuable refresher for the field veteran. Beginning with the end in mind, this workshop provides participants with a formal outline for creating successful selling situations.

Through partner and group role play the reps will:

- DEFINE an Action-oriented Sales Call (ASC)
- IDENTIFY the components of an ASC
- DEVELOP at least one ASC
- DEMONSTRATE the steps of an ASC, including: Customer-focused statements, Probing questions, Need-based presentation of features and benefits, Confirmation of commitment, and Plan for future action

All workshops are available in PowerPoint, Word or .PDF format.

Contact me to purchase these workshops, or to discuss customized training for your sales team.

Other Workshops:

- *Ignite!*
- *Before and After*
- *Facilitate Change*
- *You've Got Personality*
- *A Sheep in Wolf's Clothing*
- *One Big, Happy Family*
- *Elevate and Graduate*

Sally Bacchetta

Freelance Writer and Sales Trainer

1015 Wickerton Lane
Webster, NY 14580
585.755.1700 phone
585.217.9038 fax
www.sallybacchetta.com/Training
info@sallybacchetta.com