

ActionCOACH
business coaching

12-Week Sales Training Program To Boost Your Sales Results

**For Sales People And
Sales Professionals**



This facilitated 12-Week Sales Training program is a proven way to boost the sales results of your sales team or an individual sales person. This is a facilitated training program combining your local ActionCOACH business coaching firm and Brad Sugars an entrepreneur, author and business coach, who has owned and operated more than two dozen companies including his main company, ActionCOACH, which has more than 1,100 offices in 79 countries.



Week 1 Definition/Mindset & Professionalism of Sales

Learn how to professionally help people to buy. When selling you must sell with the purpose of helping your customers solve their problems, more than the product they are buying. And attitude plays a big part on this. Your attitude with which you approach your customer will determine your end result.

Week 2 Beliefs

Your perception of customers plays out in how you relate, your language, action, and way of communicating. Having positive beliefs are important to building a good business. You'll be able to understand what they want, therefore, sell what they need. Be the problem solver and grow your business.

Week 3 Communication & Engagement

What you are communicating is what gets your customers to think and act that way. By communicating in the same language as they do, you'll better understand what they're saying. Understanding how people communicate, make decisions, and operate are very important parts in getting them.

Week 4 Prospecting, Qualifying & Targeting

Understand how to get new and/or repeat businesses. Customers' attention and interest level grow as they see more benefits in dealing with you. And understanding your products, customers, and competitors allows you to do that. The goal is to make them desire your products/services and buy from you.

Week 5 Lead Qualification

Part of lead qualification is your communication technique, especially, the questioning. Asking the right questions allows you to listen, focus on what their saying, build rapport and trust, and get to know them better. Ask them questions until it reaches an emotion where they would want to do the sale with you.

Week 6 Technique & Sales

Building a relationship that creates a lifetime customer. You lose because of lack of relationship and rapport. What you also communicate non-verbally is part of this. To build a lifetime customer, your preparedness, consistency, standards, and techniques should be in place to make your business grow.

Week 7 Sales Negotiation & Objection Handling

Most people's disposition in making purchases is mostly focused on emotions. Logic makes them think, but Emotions make on act. Selling on purpose moves away the objections. Your preparations, communication, and bargaining will define the closing of sales. Sell your business' value first, then negotiate.

Week 8 Understanding Your Competition

You can't outsell competitors that you don't know and understand, and that you haven't seen the products' benefits and features. You've got to know them better as any of your customers would. Defining your own products and services and knowing what is unique about it will differentiate you against your competitors.

Week 9 Database & Tools

Having a database and knowing your numbers will help you to become better. You cannot improve something that you don't measure. While Sales Tools associated with your Sales Process will outsell your ability to sell way before you even get to meet your prospect, thus, bringing growth to your business.

Week 10 Customer Service & Support

What you're doing with your customer service, the level of taking care of them, is what will make them go back and give you referrals. Delivering the basics well, making the buying process easy, being proactive, innovative, and delivering customer satisfaction will make them loyal customers and give you referrals.

Week 11 The Enrolment

As you professionally help people to buy, your job is to make sure you're enrolling them and making them a purchase decision of their own. You should help them with this decision by starting to state the benefits they will gain from enrolling, rather than the product features.

Week 12 Scripts, Action & Deliver

Scripts are part of the sales process the help you create a methodology of covering everything, opening your customer's mind of things that are important and getting them build that whole point. A great script is something that gets results.

