

# Winning in Sales

## *Briefing*

In a competitive market, where success depends on closing the business immediately and instilling a passion for active involvement, you're ability to uncover driving needs is critical. In this powerfully interactive session, you will learn the questions and the communication skills to elicit action in others and increase sales immediately. You will learn the skills to identify the information that makes a sale happen. You will gain the tools to continually improve your sales skills and the sales skills of those working with you.

In this session you will learn to:

- Determine underlying needs that link your product to their success
- Qualifying to find critical areas of need and resistance
- Use questions to enhance personal relationships
- Use questions to guide the sales process to an agreement
- Create the immediacy to take action

Selling requires determination and the communication skills to elicit action in others. Learn the questions that spark an individual to act with a rekindled desire to reach dreams, hopes and visions.

**You can add powerful sales skills to your abilities: This program will show you how.**

You'll learn ways to...

- Develop questions that uncover and prioritize key buying motives
- Motivate yourself to accomplish what you want
- Enhance relationships through understanding critical needs
- Link needs to your products

The key to creating a winning team is through improved questioning skills. Sound questioning abilities create an environment where *Winning in Sales* is always within your power.

**You and those that attend with you will learn new ways to....**

**1. Influence the key individuals that impact the buying decision.**

Learn the communication skills to juggle the important relationships that affect buying.

**2. Drive the sale from start to start to start.**

Incorporate dialogue to develop long-term clients.

**3. Discover needs and link those needs to products and services.**

Uncover value-based needs and discover the best way to link those to your products and services.

**4. Approach prospects and customers in the manner they desire.**

Learn the key personality types and how they impact communication.

**5. Help prospects help you sell.**

Find the keys to getting prospects to push you to close the sale.



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# Winning in Sales

## *Outline*

### **Take control of the sale**

- Communication techniques to put you in control
- Plan based on information available
- Use time to your advantage
- Reverse an adverse position to your benefit

### **Use questions to quickly qualify**

- Qualification is critical to insure you use time wisely
- Find out critical information with R.A.D.A.R.
- Use negotiation techniques to qualify fast
- Use focused questions for credibility
- Layer to uncover needs

### **Understand decision-making**

- Find and use your values for focusing your power
- Discover their criteria for decision making from past decisions
- Link your values and their values for a buying decision

### **Use critical values that link your product to action**

- Link values to products and services
- Test values with the information given
- Deal with resistance
- Questions are the key to dealing with resistance
- Use add-on questions to retain control at high speeds

### **Learn to close the sale fast**

- Remain assertive from start to finish
- Assertive communication skills
- Stay in sales shape
- Power Questions
- Listen with every sense
- Dealing with upset person
- Go for the agreement

### **Build bridges to further action and sales**

- Stay in sales shape
- Give the sales process structure
- Win today *and tomorrow*



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