

SALES TEXT OUTLINE

SUCCESS IN SALES

- Overview
- Success in Sales Requires Reinvention
- Why is Sales Development so Important?
- Preparing for Change
- The Importance of Balance
- Success in Sales Requires High Standards
- Embarking on the Journey

THE BUYING/SELLING PROCESS

- Overview
- The Buying Process
- Evaluation of You and Your Company
- The Selling Process

ATTITUDE DRIVES SUCCESS

- Attitudes
- Building Attitudes for Positive Results
- Ability and Motivation
- Success Requires Change

PROSPECTING AND MARKETING

- Prospecting
- Suspects vs. Prospects
- Creating A Marketing Plan
- Engaging Gatekeepers
- Your Sales Funnel
- Creating Interest
- Summary

EMERGING SALES (alternative to Prospecting and Marketing Chapter)

- Overview
- Procurement Sales
- Territory Management and Sales

A PROCESS FOR GOAL ACHIEVEMENT

- Overview
- The Importance of Goals
- The Components of the Goal Setting Process
- The Four Types of Goals
- Criteria for Effective Goal Setting
- Affirmation Techniques

Visualization

SALES TEXT OUTLINE

COMMUNICATION SKILLS

- Communication and Behavioral Preference
- The Power of Questions
- Active Listening
- Tips for Active Listening
- Nonverbal Communication

THE INTRODUCTION

- Gaining Confidence
- Being Prepared
- Making the Best First Impression
- Position Your Organization
- The Commitment Objective
- Creating a Favorable First Impression
- The Importance of the Introduction

GAINING FAVORABLE ATTENTION

- Overview
- Building and Maintaining Rapport
- Verbal Credibility
- Creating a “Sense-Able” Picture

DISCOVERING WANTS AND NEEDS

- Overview
- An Important Transition
- Effective Questioning Techniques
- Discovering Your Prospect’s Specific Needs
- Five Need Categories
- Discovering What Your Prospect Wants
- Building the Case for Action
- Reward Questions (Then Consequence Questions)
- Consequence Questions (Then Reward Questions)
- Obstacle Questions
- Clarifying and Confirming Techniques
- Summary

PRESENTING BENEFITS AND CONSEQUENCES

- Effective Presentations
- Understanding the Situation
- Clarifying Objectives
- Your Approach

Features, Benefits, and Advantages
Measurable Outcomes
Time and Financial Expectations
A Convincing Summary

SALES TEXT OUTLINE

GETTING COMMITMENT AND FOLLOW UP

Overview
Proposals
Getting Commitment
Follow Up

OVERCOMING OBSTACLES AND STALLS

Overview
Preventing Objections
Handling Objections
Preventing Stalls
Handling Stalls
Hidden Opportunities
You Have the Power!
The Challenge

SALES ACTION PLAN OUTLINE

INTRODUCTION TO PERSONAL ACHIEVEMENT

The Nature of Goal Setting
Your Action Plan—An Overview
Guidelines for Initial Goal Achievement

DREAM INVENTORY

Introduction to Dream Inventory
Dream Inventory
Checkpoint

SELF-EVALUATION

You As A Total Person
Life Wheel

MENTAL DEVELOPMENT

Self-Evaluation Questionnaire
Past Achievements/Mental Strengths
Where I Stand Now Narrative
Goal Categories

SOCIAL DEVELOPMENT

Self-Evaluation Questionnaire
Past Achievements/Social Strengths
Where I Stand Now Narrative
Goal Categories

PHYSICAL DEVELOPMENT

Self-Evaluation Questionnaire
Past Achievements/Physical Strengths
Where I Stand Now Narrative
Goal Categories

FINANCIAL/CAREER DEVELOPMENT

Self-Evaluation Questionnaire
Past Achievements/Financial/Career Strengths
Where I Stand Now Narrative
Goal Categories

FAMILY LIFE DEVELOPMENT

Self-Evaluation Questionnaire
Past Achievements/Family Life Strengths
Where I Stand Now Narrative
Goal Categories

SALES ACTION PLAN OUTLINE

ETHICS AND BELIEFS DEVELOPMENT

- Self-Evaluation Questionnaire
- Past Achievements/Ethics and Beliefs Strengths
- Where I Stand Now Narrative
- Goal Categories

SETTING GOALS AND ESTABLISHING PRIORITIES

- Introduction
- Mental Development
- Social Development
- Physical Development
- Financial/Career Development
- Family Life Development
- Ethics and Beliefs Development

GOAL PLANNING SHEETS

- Instructions
- An Example
- Goal Planning Sheets
- Final Checkpoint

ORGANIZATIONAL GOALS PROGRAM

- Overall Organizational Goals
- Overall Professional Goals
- Departmental/Division Goals
- Position Description
 - Instructions
 - Worksheet

PRODUCTIVITY

- Definition of Productivity
- Evaluation Questionnaire – Productivity
- Goal Categories – Productivity
- Setting Goals and Establishing Priorities – Productivity
- Setting and Planning Goals – Productivity

SALES SKILLS

- Definition/Description – Ideal Salesperson
- Evaluation Questionnaire – Sales Skills
- Goal Categories – Sales Skills
- Setting Goals and Establishing Priorities – Sales Skills

Setting and Planning Goals – Sales Skills

SALES ACTION PLAN OUTLINE

TIME MANAGEMENT

- Time Analysis Instructions
- Time Evaluation Matrix
- Time Summary Form
- Evaluation Questionnaire – Time Management
- Goal Categories – Time Management
- Setting Goals and Establishing Priorities – Time Management
- Setting and Planning Goals – Time Management

BUILDING A MARKETING PLAN

- Evaluation Questionnaire – Building A Marketing Plan
- Specific Marketing Communications
- Specific Sales Strategies
- Goal Categories – Building A Marketing Plan
- Setting Goals and Establishing Priorities – Building A Marketing Plan

GOALS SUMMARY

- Instructions
- Goals Summary Sheets

GOALS ACCOMPLISHED

- Instructions
- Goals Accomplished Summary Sheets