

Authentic Selling®

A Sales Development Program that will motivate and inspire your sales team to make more calls on more prospects with a positive attitude!

What Is It?

One simple formula defines selling in any context: High trust = high sales and low trust = low sales. Many things build trust, but the principal factor is the sincerity, conviction and integrity of the salesperson. The Authentic Selling® program helps participants break through limitations and become believable, authentic salespeople ready to make huge increases in their sales.

The Obstacles

Most salespeople, if they saw their own presentations, would not buy from themselves. There are two primary reasons for failure: Salespeople don't believe in the product or service they sell or they don't believe in themselves. This leads to less sales and an ever-increasing feeling of discouragement.

The Approach

The underlying philosophy of Authentic Selling® is that anyone can sell. Our obstacles are almost entirely self-imposed. We create an environment where participants can relax and be willing to look at their own roadblocks and make a decision to change.

Skills Learned

Participants can expect to develop the following skills from the Authentic Selling® training program:

- A magnificent obsession for the benefits of their product or service
- Renewed confidence and passion for prospecting and cold calling
- How to avoid and overcome the perception of rejection
- "Magic Phrases" to overcome any objection
- Tools and desire to make dramatic increases in the volume of sales calls
- Ability to focus on quality prospects who are five times more likely to buy
- The power of creativity, ideas and imagination to get the attention of prospects, deliver unforgettable presentations and get that sale!

Benefits

- Increased volume of sales calls on quality prospects
- Increased sales and revenue
- An inspired and motivated sales team
- Effective communication internally and externally

