

Client-Centered Sales Interactive Web Series™



Signature's premier training specifically for hospitality sales people is now available via web.

With groundbreaking interactive web sessions and personal coaching, our sales training provides your Sales Team Members the skills to outpace the competition and drive results.

Sell with Confidence

Arm your team with the tools they need to develop and execute sales plans that get results. By using a non-manipulative, client-centered approach, your sales team can convert more incoming sales inquiries and make better sales calls every week, thus driving incremental revenues.

This is not a typical web based training. Signature Worldwide, a leader in sales and customer service training, delivers a series of high-energy, interactive sessions, interspersed with personal coaching and filled with role-plays and best practices that will help anyone responsible for closing a sale!

Whether a rookie or veteran sales person, this training series will help individuals take a more proactive, disciplined approach to selling in order to see significant and sustainable increases in revenue.

The Client-Centered Sales™ Course Covers:

- Establishing credibility and rapport within the first minute of a customer interaction
- How to ask better questions and be a better listener
- How to maintain higher rates and offer alternatives
- Responding to issues, concerns and objections
- Gaining commitment that builds client loyalty
- Asking for the business at the right time and in the right way

By giving associates turnkey techniques that improve the quality of their sales efforts, they will achieve sales goals and have the confidence to deliver the type of client experience that boosts profits.

Description

This training series teaches associates a simple formula for better selling that is guaranteed to improve professionalism, and increase conversions and revenues by building relationship selling skills.

Who Should Attend?

- Vice Presidents of Sales
- Directors of Sales
- Sales Managers
- Catering Sales
- Regional Sales

Learning Objectives

Through a variety of techniques, including personal coaching and role-playing, employees will learn:

- How to approach clients by both taking and making sales calls
- Techniques used to receive information from clients
- How to assess if the client is the "right match" for your company
- How to present benefits by fulfilling both emotional and logical needs
- How to shift conversations to avoid presenting price too soon in the sales process
- How to verify information to ensure understanding and advance the sale
- How to respond to clients' objections
- How to gain commitment from clients to advance the sale.

