

## Sales & Marketing Training

### B.E.S.T. Sales Training

**B.E.S.T.'s** staff has been helping domestic and global companies improve their sales and customer service performance for over 30 years. We accomplish this by providing companies with both standard and customized sales training solutions that identify gaps, modify behavior, and improve overall sales effectiveness. Our experience and success demonstrates that successful selling is based on strong, proven, fundamental and repeatable sales activities and processes that are learned and repeatedly practiced over time. These processes are designed to help your sales team identify, create, develop, manage and close more sales opportunities more often. Our relationship management methodologies, when practiced and implemented, also ensure a high customer retention, growth rate, and return which ultimately equates to higher profits.

Our sales training systems also provide user friendly and consistent sales techniques, and a common language and realistic approach to sales and sales management. These attributes provide your leadership team with the ability to successfully manage and coach your salesforce.



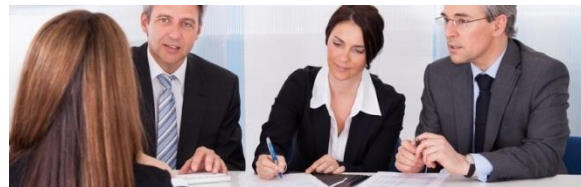
### B.E.S.T. Sales Training Methodologies & Courses

Our sales training is delivered by B.E.S.T. Sales Consultants who bring both unique sales methodologies and real world experience from diverse and relevant industry backgrounds. In our programs, we allow participants to share their respective sales challenges and opportunities to the learning environment in order to strategize and develop account plans that can be utilized and implemented immediately when they return to their sales assignments. B.E.S.T. offers workshops and consulting in philosophical sales transformation, sales training events, sales and marketing research, sales courses, and strategic sales planning. Some of our sales course offerings cover a variety of topics that include basic selling skills, prospecting, telemarketing, effective probing and data gathering, identifying buying signals, objection handling, closing, customer service, solution selling, account planning, account retention, account management, effective time management, communication skills, presentation skills, competitive analysis, consultative selling, networking, and relationship management.

## **B.E.S.T. Sales Training Seminars/Workshops**

- **Basic Sales Skills** – Covers Basic Sales Cycle, prospecting, fact finding, needs surveying, presentations, proposals, closing, follow up, customer care, and re-sales.
- **Telemarketing Skills** – In-depth analysis and techniques on all aspects of telephone prospecting including benefit statements, delivery, gate keepers, closing, objection handling, voice mail, follow up calls, etc.
- **Probing Skills** – In-depth review and techniques for asking appropriate questions to uncover and confirm customer needs; including specifics on open and closed probes and when to use each.
- **Objection Handling** – Review of "why" objections occur, the various types, and a proven process on how to effectively handle objections.
- **Closing** – Review of various types of closes, when to use them, the importance of closing at the right time, and why. Also addresses the sales person's fear with closing.
- **Account Management Strategies** – A strategic approach on how to effectively manage prospects and/or accounts once they are secured. Includes planning documents, and the use of these documents in increasing sales.
- **Time Management for Salespeople** – Reviews specific strategies, activities, and techniques to maximize the salesperson's time; including both in and out of the field.
- **Territory & Account Planning** – Detailed methods for planning both territories and accounts including writing and presenting formal account plans.
- **Customer Service Skills** – Review of the necessary skills and best practices for high quality customer service in a competitive environment, including those for both satisfied and dissatisfied customers.

- **Presentation Skills** – An in-depth review and practice of various skills and techniques for high impact presentations to both large and small audiences, and for both individuals and account teams.
- **Value Added Selling** – Incorporating various techniques geared toward emphasizing the value of products and services vs. price; cost justification models also included.
- **Effective Communication Skills** – Review and practice of the key skills necessary for optimum communication in sales calls and business relationships.
- **Conceptual Solution Selling** – A strategic approach to selling concepts instead of tangible items. Primary focus in on how to sell solutions and cost justify them.
- **Identifying Buying Signals** – A review of ways to identify and leverage customer buying signals. Understand the psychological impact of these signals in the sales process.
- **Integrity Selling Theory** – A focus on effective selling methods while always prioritizing integrity throughout all sales interactions.
- **The Consultative Sales Approach** – A review on the different roles a sales person plays when advising clients and customers, and the appropriate interaction within.
- **Customer Care Strategy** – Review of detailed strategy and activity to provide optimum level customer care and breed extended customer loyalty.
- **Selling “You” In The Sales Process** – Focus on selling the personal "I" in selling relationships; focusing on your strengths and leveraging them through all sales interaction.



**Building Empowered *Strategic* Talent**