

ESSENTIAL SALES/MARKETING AND SERVICE PRINCIPLES
Techniques in Sales/Marketing and Service Excellence
by James E. Melton, PhD

Session length: One hour, half day, or full day



This presentation will identify techniques to enhance client relationships and increase your closing ratio. The personal side of sales and service is explored. Methods are presented to refine communication and enhance personal confidence. "Hands-on" activities can be scheduled to gain experience in relationship selling, negotiating and closing the sale.

There is a simple thread of similarity in all-successful sales transactions that can be enhanced upon and recreated. With a step-by-step format, James Melton offers insights and clarity on one of the most universally known, but often least used principles of personal interactive skills in sales.

Segment I

Constructive results can be achieved to bring out the best in yourself and others. Whether in sales, administration or management, research indicates that those who aspire to succeed continually search for new and unique ways to accomplish their goals.
Highlights: Sales/Marketing and Service Principles; Effective Communication; Word Magic; Break the Ice.

Segment II

Practical methods to gain insight into the character, sincerity and intentions of others resulting in top-sales performance.
Highlights: Client Rapport; Self-confidence; Reading Silent Signals and Power Bases.

Segment III

Develop rapport by building through refined communication skills and increased understanding. This segment explores the traits of excellence in addition to methods of achieving a positive response from those with whom you associate.
Highlights: Negotiating; Skillful Questioning; Activating People.

Segment IV

Build the CLOSURE into the presentation and establish client loyalty. Immediate support in reaching new levels of accomplishment through self-management and decisiveness.
Highlights: Closing Techniques; Relationship Selling; Personal Enthusiasm.