

**Action  
COACH**  
BUSINESS COACHING

BRISTOL & BATH



We will help you master the sales tactics and techniques needed to achieve your best results.

*With Gary Keating and  
Andrew Sperring*

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**REAL PEOPLE.  
REAL RESULTS.**

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Sales  
MasterClass

sell

Sales Made  
Simple

Master the art & science of sales and selling in today's marketplace in this 12 sessions training course.

## We will...

inspire you, inform you and motivate you to be the best sales professional you can be. We will address your mindset, and strengthen beliefs to make you more successful.

We will break down the sales process into manageable parts. We are going to give you tools, scripts and tactics to handle effectively address and overcome objections.

We will provide you insight on how to improve customer service and ultimately turn your prospects into clients and your clients into raving fans that will turn into a ready-made sales force for you. Sales isn't a task, it is a process. We will help you develop systems to help make it easier for customers to buy from you.

## What you learn...



### Session 1

Definition/Mindset & Professionalism of Sales

### Session 2

Beliefs

### Session 3

Communication & Engagement

### Session 4

Prospecting/Qualifying & Targeting

### Session 5

Lead Qualification

### Session 6

Technique & Sales

### Session 7

Sales Negotiation & Objection Handling

### Session 8

Understanding Your Competition

### Session 9

Database & Tools

### Session 10

Customer Service & Support

### Session 11

The Close

### Session 12

Scripts, Action & Deliver

## Getting the Mindset...

*"There is a characteristic of professional salespeople have in common: they train. They train continuously. And they keep training. This Masterclass is a series of educational sessions to help you hone your selling skills, help you focus and keep you up-to-date on the best practices every great sales professional must master. After 12 weeks of training, we know your tool kit will be replenished, refreshed and reenergized to help you meet all your big audacious goals!."*

*BRAD SUGARS*

