

# **SALES TEXT OUTLINE**

## **SUCCESS IN SALES**

- Overview
- Success in Sales Requires Reinvention
- Why is Sales Development so Important?
- Preparing for Change
- The Importance of Balance
- Success in Sales Requires High Standards
- Embarking on the Journey

## **THE BUYING/SELLING PROCESS**

- Overview
- The Buying Process
- Evaluation of You and Your Company
- The Selling Process

## **ATTITUDE DRIVES SUCCESS**

- Attitudes
- Building Attitudes for Positive Results
- Ability and Motivation
- Success Requires Change

## **PROSPECTING AND MARKETING**

- Prospecting
- Suspects vs. Prospects
- Creating A Marketing Plan
- Engaging Gatekeepers
- Your Sales Funnel
- Creating Interest
- Summary

## **EMERGING SALES (alternative to Prospecting and Marketing Chapter)**

- Overview
- Procurement Sales
- Territory Management and Sales

## **A PROCESS FOR GOAL ACHIEVEMENT**

- Overview
- The Importance of Goals
- The Components of the Goal Setting Process
- The Four Types of Goals
- Criteria for Effective Goal Setting
- Affirmation Techniques
- Visualization

# **SALES TEXT OUTLINE**

## **COMMUNICATION SKILLS**

- Communication and Behavioral Preference
- The Power of Questions
- Active Listening
- Tips for Active Listening
- Nonverbal Communication

## **THE INTRODUCTION**

- Gaining Confidence
- Being Prepared
- Making the Best First Impression
- Position Your Organization
- The Commitment Objective
- Creating a Favorable First Impression
- The Importance of the Introduction

## **GAINING FAVORABLE ATTENTION**

- Overview
- Building and Maintaining Rapport
- Verbal Credibility
- Creating a “Sense-Able” Picture

## **DISCOVERING WANTS AND NEEDS**

- Overview
- An Important Transition
- Effective Questioning Techniques
- Discovering Your Prospect’s Specific Needs
- Five Need Categories
- Discovering What Your Prospect Wants
- Building the Case for Action
- Reward Questions (Then Consequence Questions)
- Consequence Questions (Then Reward Questions)
- Obstacle Questions
- Clarifying and Confirming Techniques
- Summary

## **PRESENTING BENEFITS AND CONSEQUENCES**

- Effective Presentations
- Understanding the Situation
- Clarifying Objectives
- Your Approach
- Features, Benefits, and Advantages
- Measurable Outcomes
- Time and Financial Expectations
- A Convincing Summary

# **SALES TEXT OUTLINE**

## **GETTING COMMITMENT AND FOLLOW UP**

- Overview
- Proposals
- Getting Commitment
- Follow Up

## **OVERCOMING OBSTACLES AND STALLS**

- Overview
- Preventing Objections
- Handling Objections
- Preventing Stalls
- Handling Stalls
- Hidden Opportunities
- You Have the Power!
- The Challenge

# **SALES ACTION PLAN OUTLINE**

## **INTRODUCTION TO PERSONAL ACHIEVEMENT**

The Nature of Goal Setting  
Your Action Plan—An Overview  
Guidelines for Initial Goal Achievement

## **DREAM INVENTORY**

Introduction to Dream Inventory  
Dream Inventory  
Checkpoint

## **SELF-EVALUATION**

You As A Total Person  
Life Wheel

## **MENTAL DEVELOPMENT**

Self-Evaluation Questionnaire  
Past Achievements/Mental Strengths  
Where I Stand Now Narrative  
Goal Categories

## **SOCIAL DEVELOPMENT**

Self-Evaluation Questionnaire  
Past Achievements/Social Strengths  
Where I Stand Now Narrative  
Goal Categories

## **PHYSICAL DEVELOPMENT**

Self-Evaluation Questionnaire  
Past Achievements/Physical Strengths  
Where I Stand Now Narrative  
Goal Categories

## **FINANCIAL/CAREER DEVELOPMENT**

Self-Evaluation Questionnaire  
Past Achievements/Financial/Career Strengths  
Where I Stand Now Narrative  
Goal Categories

## **FAMILY LIFE DEVELOPMENT**

Self-Evaluation Questionnaire  
Past Achievements/Family Life Strengths  
Where I Stand Now Narrative  
Goal Categories

# **SALES ACTION PLAN OUTLINE**

## **ETHICS AND BELIEFS DEVELOPMENT**

- Self-Evaluation Questionnaire
- Past Achievements/Ethics and Beliefs Strengths
- Where I Stand Now Narrative
- Goal Categories

## **SETTING GOALS AND ESTABLISHING PRIORITIES**

- Introduction
- Mental Development
- Social Development
- Physical Development
- Financial/Career Development
- Family Life Development
- Ethics and Beliefs Development

## **GOAL PLANNING SHEETS**

- Instructions
- An Example
- Goal Planning Sheets
- Final Checkpoint

## **ORGANIZATIONAL GOALS PROGRAM**

- Overall Organizational Goals
- Overall Professional Goals
- Departmental/Division Goals
- Position Description
  - Instructions
  - Worksheet

## **PRODUCTIVITY**

- Definition of Productivity
- Evaluation Questionnaire – Productivity
- Goal Categories – Productivity
- Setting Goals and Establishing Priorities – Productivity
- Setting and Planning Goals – Productivity

## **SALES SKILLS**

- Definition/Description – Ideal Salesperson
- Evaluation Questionnaire – Sales Skills
- Goal Categories – Sales Skills
- Setting Goals and Establishing Priorities – Sales Skills
- Setting and Planning Goals – Sales Skills

# **SALES ACTION PLAN OUTLINE**

## **TIME MANAGEMENT**

- Time Analysis Instructions
- Time Evaluation Matrix
- Time Summary Form
- Evaluation Questionnaire – Time Management
- Goal Categories – Time Management
- Setting Goals and Establishing Priorities – Time Management
- Setting and Planning Goals – Time Management

## **BUILDING A MARKETING PLAN**

- Evaluation Questionnaire – Building A Marketing Plan
- Specific Marketing Communications
- Specific Sales Strategies
- Goal Categories – Building A Marketing Plan
- Setting Goals and Establishing Priorities – Building A Marketing Plan

## **GOALS SUMMARY**

- Instructions
- Goals Summary Sheets

## **GOALS ACCOMPLISHED**

- Instructions
- Goals Accomplished Summary Sheets