

The 7 Skills of Successful Selling

NEW FREE SEMINAR to boost sales!

In today's competitive market, technical and product expertise are **NOT ENOUGH** to guarantee you any sales. Great presentation skills can help, but there's still something missing.

This **NEW** seminar teaches our **Seven Secrets of Superstar Salespeople** in a lively and thought-provoking way. It demonstrates what great sales behaviour looks and sounds like, leaving delegates with the **desire to improve**.

Delegates will learn...

1. To have **CONFIDENCE** in sales situations
2. How *not* to sell, but **HELP CUSTOMERS** buy
3. To focus customers on **VALUE** not price
4. How to really **LISTEN** to customers
5. How to ask **QUESTIONS** that persuade
6. How to **NEGOTIATE** deals and enjoy it
7. How and when to ask for **COMMITMENT**

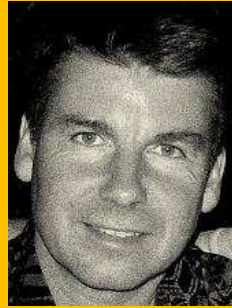
Delivered in a variety of formats including:

ONE HOUR HIGH LEVEL FREE SEMINAR

- Great for salespeople and managers – schedule breakfast, lunch or after work

FOUR HOUR INTENSIVE WORKSHOP

- Appropriate for sales people, managers and more technical client-facing staff who need to develop their sales mindset to help the company win more profitable business.



Unlock the mysteries to sales success and boost profitability.

Very high impact **FREE SEMINARS** packed full of proven, practical tools and techniques to help customers buy.

Ian McKechnie has 25 years sales and marketing experience with companies including Thomson Reuters and Bloomberg, plus a Masters degree in Strategic Marketing Management. Described as 'energetic, inspiring and fun' Ian presents a thought-provoking session that calls sales people to action.

Ian McKechnie

*"A terrifically well presented and useful seminar that **challenged a lot of perceptions** I had about sales. Very worthwhile, practical and above all enjoyable!" Sales Director, Data Solutions*

*"The tools, ideas and techniques gave me the push to **try harder and make things happen** back at work. A most helpful and safe environment for sales exercises backed up by very good discussions."*
Major Account Sales, Insurance

Schedule Your
Free Seminar
in-house Today



Tel: 07739 903320

Email: ian@clientmind.co.uk

Web: www.clientmind.co.uk

Clientmind Ltd, Lymebank House, Old London Rd, Knockholt, Kent TN14 7JR