

THE ART OF SELLING YOU

...YOUR EDGE IN LIFE FOR...

THE ART OF LIVING

A CURRICULUM FOR

AGES 16 TO 80

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OUR MISSION STATEMENT

Upon your completion of this sales course you will have the knowledge to effectively sell “you” in any of life’s circumstances. Regardless of the profession you choose for your career, the lessons learned here will enhance and solidify your chances for success in business as well as in everyday life. The knowledge you will take with you can be and will be, applied in all of life’s situations on a daily basis.

Knowing how to sell includes: knowing and believing in yourself, having total confidence in your abilities and being able to effectively deal with and/or interact with people. Whether it is a prospective; client, employer or life partner, you must be able to; determine their needs, establish a rapport without looking like you’re trying to do so, build a presentation to fulfill those needs using the rule of three, maintain the rule of K.I.S.S., utilize your charm, wit and knowledge to close, seal the deal by knowing when to shut up, walk out with the check, the order, the job or promotion, or win his or her hand in marriage. That will be you! No questions.

LET’S GET TO WORK!

“Enthusiasm is that ingredient of vitality mixed with a firm belief in what you are doing that ensures the success of any project you undertake.”

**LIVE EVERY DAY WITH UNBRIDLED ENTHUSIASM
AND YOU’LL NEVER HAVE A BAD DAY**

DALE CARNEGIE

OBJECTIVES

At the end of this workshop, you will know how to:

- ✓ Make a great first impression
- ✓ Listen for and identify different customer profiles
- ✓ Utilize questioning techniques to uncover customer needs
- ✓ Establish and maintain rapport and customer confidence
- ✓ Listen for and identify buying signals
- ✓ Create your own presentation using the “Rule of Three”
- ✓ Create urgency for your customer to do business today
- ✓ Close the Sale
- ✓ Post sell and get referrals and/ or letters of reference
- ✓ Apply everything you learn to “The Art Of Living” your life.

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