

# INFINITE-POSSIBILITIES IMPACTING SALES SERIES

## Advanced Selling Strategies To Win The Project

**“How to deliver powerful sales presentations and negotiate the best deal!”**

In ‘Selling Strategies’ we identified the main influencers, where they are in the buying process and create an action plan to deal with missing information and how to take the account or project sale forward.

This course is about taking the process and your sales ability to the next level - to successfully take your strategy forward by leading very productive meetings, delivering powerful presentations and negotiating terms that suit both parties.

**Aim** - Advanced Selling Strategies is about making sure that your strategies pay off.

**Objectives** - delegates will know how to:

- Gain access to the influencers within the buying process
- Understand and use the primary motivators of each influencer
- Deal with conflicting expectations and interests
- Construct presentations that offer compelling solutions to the buying influencers
- Gain rapport and deliver presentations with confidence to any group size
- Negotiate solutions that suit all the parties involved in your sale

### Who Should Attend?

Sales people who have attended ‘selling strategies to win the project’ and who have a willingness and determination to achieve consistently outstanding performance.

### Course Topics:

- Questions to gain access to the influencers
- Using influencer values to best effect, showing long and short term benefits
- Identifying ‘show-stoppers’ and dealing with them
- The structure of a compelling sales presentation
- Identifying and dealing with conflicting interests
- How to generate and lead group rapport in a meeting or presentation
- Delivering your best presentation – ever
- The hierarchy of negotiation – getting to outcomes

Knowing the strategy of how to deal with clients is only part of the answer, having the skills and ability to deliver the strategy and beat your competition is what sets this programme above the rest – call now on 0870 444 3227.

### What previous delegates have said about this programme:

*“A real eye opener, my client meetings and presentations will never be the same again”.* Chris Kendrick – Loughborough

*“Made the complex very simple – very useful negotiation tips”.* Guy Harris – Guildford.

[www.infinite-possibilities.co.uk](http://www.infinite-possibilities.co.uk) T: 0870 444 3227



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