

...but I am a Builder not a Salesman!

The Sales System that Never Fails... Sales training for Builders

50 years ago it was a commonly held belief that the ability to sell was something people had to be born with. Today we know that anyone can learn to sell. Study any successful salesperson and you will discover that they follow the same steps when selling. They use a system of selling that is common to all of them. They may work different hours and some will work harder than others, they all follow the same steps from the first contact to the completion of business. Anyone can learn and apply this system to substantially improve their chances of winning business and dealing with difficult customers.

Introducing the Sales System that Never Fails.

This easy-to-understand, user-friendly process gives anyone dramatically improved sales results. This system doesn't rely on personality for its success, it follows principles that now form part of the knowledge base of modern psychologists and are just plain common sense. The system is built around developing trust and delivering a quality product. It is suitable for the complete novice yet will also provide substantial benefits to the seasoned professional.

In just two days we can transform your sales performance and help you double or treble your chances of making sales. We will help you develop your own personalised sales system that follows a logical sequence and makes selling easy and enjoyable. Imagine what that would do for your business.

Benefits include:

- Double or treble the chances of making a sale.
- Substantially boosted confidence.
- The ability to handle difficult people with ease.
- The skill to turn a no into a yes.
- Being able to control any conversation.
- A way to get your point across in any situation.
- The tools to make a lot more sales.

When:

2 day course – 8.30am to 5.00pm
with breaks – includes substantial
gourmet sandwiches and materials
Thursday 18th and Friday 19th
September 2008

Where:

Master Builders Association
52 Parramatta Rd
Forest Lodge NSW 2037

Investment:

Special Member
price \$995+gst
Includes gourmet lunch and all
presentation notes.



Day One

The Psychology of Persuasion

What Makes People Tick

There is such a thing as common sense. More accurately, there are things that we all know instinctively as human beings. We have a set of 'psychological principles' that generate a predictable response from anyone regardless of their level in society or how much education they have had. Knowing what these principles are makes communicating with and selling to others easier and more effective.

Professional Style

The way you look and how you speak dictates the reactions of prospective customers when selling. The majority of the information people process about you when you are face-to-face in a sales situation comes from their observations of your body language and how your voice sounds when you are talking. Knowing this and using it in the sales process greatly increases the chances of getting agreement.

Changing People's Minds

Understanding how people change behaviour is the key to making more sales. Selling is a process of educating the customer about the reasons why they should have what you are selling. When salespeople understand how humans change behaviour, it is much easier to move logically towards making a sale. It also helps develop patience and persistence in the sales process, which guarantees success.

Shortcuts to Persuasion

There are 6 Techniques of Persuasion that everybody in Western society responds to instinctively. There are 2 Essential Ingredients that people need from you before they will do business with you. There is 1 Golden Rule for dealing with people that everyone must follow in sales and when they do they will almost always make a sale. This part of the workshop investigates the shortcuts to persuading people to do business with you.

The Rules of Agreement between Human Beings

Whether it is communicating professionally, negotiating or selling there is a formula that if followed will almost always get agreement from others. This system for getting agreement is the most common bargaining technique in the western world. It is also certain to give anyone using it the best chance to make a sale.

The Pre-Sales Process

Good salespeople know that laying the foundation for the sales process is important. Doing this helps build the trust and respect that leads to making a sale with terms that satisfy both buyer and seller. It involves the real skills of selling which is not the ability to talk rather the ability to ask good questions and gather information. This helps tailor the sales presentation to suit the needs of buyer.

The 5 Step Sales Process

After a day of solid learning, we put all that has been learned into a basic technique for selling any product or service and practice with others in the class. This gives people the basis of a personal sales system. Using this 5 step approach does not require any previous experience or practice in selling and helps people arrange information and ideas so that they have the maximum impact when delivered to other people.



Day Two

Designing Your Personal Sales System

We have learned some of the tricks of the sales trade.

Now it is time to customise it to suit the products and services you want to sell.

At the end of the day participants will leave with a guaranteed way to increase sales and make more money on each sale.

Storytelling and its importance in selling

The most successful people in history are those who could spin a good yarn. Most religions in the world and all history is recorded through the use of stories. The technique of storytelling engages people's imagination which in turn helps motivate them to do what they would otherwise do. Just as selling can be broken down into easy to understand pieces, the art of using a story to illustrate a point can be broken down and learned.

Impact - Get Your Point Across in 30 Seconds

Fortunes have been made and lost based on a 30 second television or radio advertisement. In fact there are people who earn a substantial multi-million dollar income simply because they can present a product or service in its best light and generate sufficient interest to make a sale in just 30 seconds. This is the key to the Sales System that Never Fails.

Participants learn how to use this incredibly efficient technique to write their own sales script and practice presenting it using all of the skills covered in the workshop. They learn how to make their product stand out and how to make an impact that makes generating a sale much easier more often.

Closing the Sale

Sometimes a sale may need to be asked for several times so the final tool that a successful sales person needs is the ability to turn a "no" into a "yes". We outline a tried and tested formula for this that helps people not only control the sales process, but also ensure that they give themselves the greatest chance of success.

Target Marketing

Generating a strong database of potential clients and keeping in contact with them is the first step in any sales process. So too is identifying and qualifying the right type of customer to sell to. Understanding how to target the right customer will cut down the workload and expense of making sales while doubling or trebling the chances of making a sale. Combined with the Sales System that Never Fails, it helps people work smarter towards making more sales.

Our Guarantee

The Sales System that Never Fails came about from a need to systemise the sales process that anyone in a sales or customer service position could use it. It is a documented systematic approach to the art of selling that will substantially enhance a persons ability to go after and win new business. It takes the guesswork out of the sales process and produces outstanding results. We are confident that if followed as outlined in this workshop The Sales System that Never Fails will help increase sales by at least 30% in 120 days or we will gladly refund your money in full.



REGISTRATION FORM

**ALL BOOKINGS WILL BE CONFIRMED IN WRITING
WHEN FULL PAYMENT HAS BEEN RECEIVED**

CONTACT NAME:.....
 COMPANY NAME:.....
 POSTAL ADDRESS:.....
 SUBURB:..... POST CODE:.....
 TEL:..... MOBILE:.....
 FAX:..... EMAIL:.....

TRAINING COURSE NAME	TRAINING DATES(S)	ATTENDEE(S)	PRICE
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MEMBERSHIP NUMBER:			TOTAL PRICE

PLEASE BE AWARE WE CAN NOT CHARGE TRAINING FEES TO MEMBERSHIP ACCOUNTS

PLEASE TICK METHOD OF PAYMENT

- DIRECT DEPOSIT \$.....
 ACCOUNT NAME: MASTER BUILDERS ASSOCIATION OF NSW BSB: 032249 ACCOUNT NO: 161594 BANK: WESTPAC
- PLEASE FIND ENCLOSED A CHEQUE FOR \$..... (PAYABLE TO MASTER BUILDERS ASSOCIATION OF NSW)
- PLEASE DEBIT MY CREDIT CARD FOR \$..... VISA / MASTERCARD / BANKCARD

NAME ON CARD.....EXPIRY DATE.....

SIGNATURE.....

PLEASE RETURN THIS FORM WITH YOUR PAYMENT DETAILS TO:
MASTER BUILDERS ASSOCIATION OF NSW – TRAINING DEPARTMENT
POSTAL ADDRESS: PRIVATE BAG 9 BROADWAY NSW 2007
FAX: (02) 9571 8830

TERMS & CONDITIONS

- Payment is required with registration prior to the commencement date of the course/seminar/workshop.
- If unable to attend, a suitable substitute delegate is welcome at no extra charge.
- A full refund will be made for cancellations advised in writing and received ten (10) working days (Monday to Friday) prior to course/seminar/workshop commencement.
- Cancellation advised five (5) working days (Monday to Friday) prior to course/seminar/workshop date will receive a 50% refund.
- Transfer fee of 10% will apply for all courses/seminars/workshops postponed at the request of the participant less than ten (10) working days (Monday to Friday) prior to courses/seminar/workshop commencement.
- NO refund can be made for cancellations received less than five (5) working days (Monday to Friday) before the scheduled commencement of the course/seminar/workshop.

OFFICE USE ONLY

Participant ID:..... Payment \$..... Date:..... Initial:.....
 Payment Method: Direct Deposit Cheque Credit Card (Visa MasterCard Bankcard) Cash

**PAID
STAMP**