



The 7 Myths of Selling

The 7 Myths of Selling seminar blows the whistle on the 7 myths of selling. It explains why the 7 myths are wasting your time, reducing your sales performance and costing you money!

Workshop Overview:

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As the second oldest profession in the world, salespeople throughout time have developed some weird and wonderful theories on how best to sell their wares. Having observed over 1000 sales calls across all industry sectors we have witnessed at first hand the shortcomings and failure of the myths to deliver. We have watched as the well meaning salespeople become frustrated and disheartened when the best efforts go unrewarded.

The single most important discovery is that great salespeople never follow the myths. This is because the myths are theories that have no substance in the modern world. They are myths that have been taught by well meaning salespeople and sales trainers, eager to pass on the wisdom and knowledge that their sales mentors had passed on to them. But like a cult, no-one had questioned whether they were true. They may have worked once, but they do not work today.

Great salespeople give the appearance of making the way they sell mystical because they do not follow the 7 myths. But do not be fooled. This seminar articulates and exposes the "way"™ of great salespeople. By exposing the 7 myths of selling you will discover the 7 truths of selling and become a great salesperson.

The 7 Myths of Selling:

- Myth 1:** Great salespeople use the gift of the gab because people buy people
- Myth 2:** Great salespeople can sell ice to by having a positive mental attitude
- Myth 3:** Great salespeople ask lots of questions
- Myth 4:** Great salespeople are great closers
- Myth 5:** Great salespeople are professional presenters
- Myth 6:** Great salespeople play the numbers game
- Myth 7:** Great salespeople plan the sale in detail
them Found out why they are all myths and what to do instead!

Here are just a few comments from our delighted clients:

YELL "...produced the best ever set of results in the history of Yell."

NHS "Lammore met the specification and programme outcomes perfectly. Absolutely brilliant!"

GOOGLE "...an outstanding training experience."

OPODO "...training content very relevant and focused for delivering benefits in my role."



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Content of Workshop:

By exposing the 7 Myths we will cover the following:

The Buying Process
 The Steps of the Sale
 Product Differentiation
 Value Proposition
 The Value Compass
 Questions Techniques
 Definition of Need
 Consultative Selling
 Objection Handling
 Ways to Engage an Audience
 Story Telling
 Canvassing Techniques
 Warming up a Cold Call
 The Planning Essentials

Workshop Dates

Please contact us for workshop dates and venues

MASTERFOODS “..more original and energising than any management book..”

AUTOTRADER “..fun style of training..coupled with in depth knowledge..”

“ an outstanding training experience ”
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