



Effective Selling Strategies

by Paul J. Meyer

"Producing measurable results for
business and industry since 1966".

EFFECTIVE SELLING STRATEGIES

Improve sales training with skills and attitude

FOREWORD: How to Use Effective Selling Strategies

Professional Selling as a Career
How to Use This Program for Maximum Results
Program Methods
Attitudes
Group Participation

Conferences
Short-Term Goals
Time
Accountability
Tracking Your Progress

ONE: Defining Your Target Market

The Power of Target Marketing
Choosing Your Target Market
Determining the Needs of Your Target Market
Approaching Your Target Market Through Relationships
Prospecting Attitudes and Activities
Profile of a Class "A" Prospect
Methods of Prospecting
Obstacles to Professional Referral Prospecting
The Referral Prospecting Process
How Value Added Service Fits In

FOUR: Discovering Prime Buying Motives

What Prospects Want and Why
Know Yourself
Know Your Prospects
The Power of Probing
Asking Probing Questions
Listening Pays Off

TWO: Approaches that Sell

What Is the Approach?
Pre-Approach Communication
The Telephone Approach
Systematic Telephone Approach
Other Approaches

FIVE: How to Close Sales

Closing Principles
Recognizing Buying Signals
Selecting the Right Closing
Steps to Mastering Closing Techniques
Don't Buy Back Your Sale!
Don't Leave Business on the Table!
Asking for Referrals
Becoming a Closing Expert

THREE: The Sales Interview

What is a Sales Interview?
Why Have a Planned Interview Process?
Learning the Interview Process
The Nine-Step Interview Process
Preparation for the Interview
Focusing on the Prospect's Self-Interest
Ensuring Favorable Conditions
Adding Interest to the Interview

SIX: Overcoming Stalls and Objections

Handling Stalls
Objections as Buying Signals
Handling Objections
Countering Objections
Handling the Price Objection
Disagree Without Being Disagreeable

DAILY WORK ORGANIZER

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INTRODUCTION:

**Why a Daily Organizer?
Developing Your Plan for Success
Managing by Priorities
Forming Good Work Habits**

FOUR: Achieving Sales Goals

**Sales Goals Tracking Sheet
Weekly Goal Tracking Sheet
Record of Sales**

ONE: Goal Setting for Sales Success

**Reinforcement Through Affirmation
Putting Goal Planning Into Practice**

FIVE: Reporting Your Activity

**Record of My Activities Report (ROMAR)
Monthly Activity Recap**

TWO: Income Needs and Goals

**Personal Income Required to Achieve My Goals
My Business Expense Requirements
Summary of Income Needs and Goals
Specific Action Plan for Sales Activity**

SIX: Plans for Career Development

**Career Development and Training Plan
Goals for Incentives and Awards**

THREE: Plans for Sales Success

**Success Essentials Checklist
Monthly Work Plan
Weekly Work Plan**

Accomplishments

