

SALES AEROBICS

– Program objectives and expected outcomes

To keep your body in top condition, doctors recommend 20 minutes per day participating in aerobic exercise. But what are we doing to keep our *selling skills* in top condition?

Successful selling comes from knowing and applying the skills. When we participate in sport, we play to win, we train for an event both on our own and with a team. Regardless of the outcome – win, lose, or draw, after that event we go back to training – back to the basics. In selling we play to win – but who practices?

Sales Aerobics changes all that. *Sales Aerobics* offers you the chance to practice the skills that will increase your win-rate in selling. Salespeople, no matter how successful, how professional, or how long they have been in the business, should be continually honing their skills.

Sales Aerobics comprises 10 exercises contained in a 164-page workbook and is used as the basis of this very participative workshop which can be conducted over 1, 2, or 3 days, depending on how much role-play activity is required. The workshops are facilitated by the author of *Sales Aerobics*, Ross Graham.

And what can you expect to achieve from a *Sales Aerobics* workshop? Here are just 12 “How to” points:

- How to organise your time more effectively to have increased selling time
- How to use the different tools available to assist with better time management
- How to set clearly defined goals and the step-by-step process to achieving them
- How to find the right number of people to sell to
- How to discover what people really want to buy
- How to use both ears to be a more effective listener
- How to turn objections into a sale
- How to make a presentation and come out with the order
- How to use guaranteed methods of asking for the business
- How to clearly understand the decision making process
- How to get more business *after* the sale
- How to be a better team player using the skills inside the company.

Sales Aerobics – continuing sales exercises for continued sales success!

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