

**Sales Kitchen Training Systems:
Heat Up Your Sales™ Series.**

A baker's dozen of one hour courses to ensure you and your business improve sales results.

1 Networking & Referrals

- Networking venues
- Strategies and techniques
- Elevator speech recipe for success
- Referrals
 - Ten questions
 - Identify colleague's ideal client

2 Pre-Call Activities, teaches you how to consistently get in front of your ideal prospect. Defining your target market

- Prospecting & Setting Appointments
 - Profile of a class "A" prospect
 - E-mail and snail mail ice breakers
 - Direct Mail and Newsletters
- Setting Appointments
 - Telephone Tactics and Tips
 - Purpose of the phone call

The main courses: **"Goal Setting"** and **"Quarterly Planning"** provides our basic menu of selling and marketing solutions.

3 Goal Setting (SMART Goals)

- SROT (Strategic Roll of Trade)
- Annual, Quarterly, and Weekly Goals
- Revenue Goals
- SMART ~ GPS – Activity
- 7 day goals – Activity
- Activity Goals – Activity

4 Sales Planning

- Reasons to Have a Sales Plan
- List of key accomplishments
- Identify areas for improvement
- Review sales by category
- Set annual sales plan – Activity
- Identify major initiatives
- Determine activities and action steps



5 The Sales Call Agenda – Activity

- Reason for the agenda
- Vendor agenda topics
- Client agenda topics
- Secure next meeting appointment

6 Habits, Attitudes & Motivation

- Learning new habits
- Types of motivation
- Motivation and attitude – Activity

7 The Sales Call teaches you how to customize, prepare and deliver consistently strong presentations.

- The presentation check list
- P A P C E Professional Sales Call
 - Meticulous preparation
 - Appearance Grooming
 - Determine the Need
 - Identify Opportunities
- Types of Results
- Types of sales calls
- Presentation Skills
 - Organized
 - Informative, Educational & Entertaining
 - Compelling and Complete
- 3 B's of Selling

Getting Results, teaches winning. Everyone wins; you win, your company wins and most importantly, your customer wins.

8 Handling Stalls & Objections

- Types of stalls and objections
- Handling stalls – Activity
- Handling & anticipating objections – Activity

9 How to Close Sales

- Watching for buying signals
- Sample closing statements
- Closing the sale – Activity
- Closing checklist
- The 3 B's of selling

10 Evaluation & Follow-up

“What could I have done better?”

Update customer data worksheet

Why we take the time to take notes

Relentless follow up – Activity

Reporting & Accountability

Daily planning worksheet

Sales activity tracker

Weekly work plan

Weekly report

Sales goals tracking sheet

11 Time Management

Daily planning

Weekly planning

Schedule non-selling activities

Schedule selling activities

Manage distractions

Focus on high payoff activities

12 Customer Service

Learn to identify and analyze customer needs and problems

Classify reasons for customer complaints

List common excuses for bad service

Identify skills to build and maintain customer relationships

Identify tips to build customer loyalty

Identify tips to deliver great customer service

Enhancements to Customer Service Policy

Call to action: from now to WOW

Call to action: 7 day goals

13 Getting Your Message Out and a Call to

Action helps you gain awareness, stimulate trail, encourage repeat business and provides an outline of action steps for results in just seven days.

Networking, Speaking, and Referrals
Newsletters, Brochures and Business Cards (oh my!)

Social Media

On-line properties

Facebook, Twitter, Pinterest,

LinkedIn, Sales Coaching Live

Website, Landing Pages, Blogs and White Papers

7 day goals

Personal Goals

Professional Goals

Developmental Goals

I’m Mike Cooper, Head Chef here at Sales Kitchen. Give us a call to conduct all or part of the “Heat Up Your Sales™” series at your location. We’ll season your team with selling tools and techniques to ensure you Heat Up Your Sales™

Thank you.....

We look forward to working with you.

See you soon.



www.youtube.com/user/HeatUpYourSales

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