

Sales Training

PEAK Sales Process

If you're a sales manager, invest in your people. If you're a sales person, invest in yourself!

Course Description

A live, classroom training course that teaches sales reps how to maximize their sales efforts. This course features the **PEAK Sales Process™** which includes clear, distinct and simple steps to becoming a more successful sales professional. It includes sound, effective techniques for cold-calling, qualifying prospects, asking the right questions, listening skills, overcoming objections, negotiating, and closing more sales, more often, without pressure or stress.

The **PEAK Sales Process™** is used to ensure sales professionals follow a clear, concise series of steps that allow them to address their prospect's needs and put them in a position to want to "buy" as opposed to feeling as if they are being "sold" to.



Attendees will learn:

- How the sales process works
- How to uncover a prospect's needs
- How to overcome objections
- How to reduce a prospect's resistance
- How to improve communications
- How to develop listening skills
- How to increase confidence
- How to increase the potential of each sales person
- How to close more sales

A live Distance Learning version is also available over your web-browser.

"You got everyone involved in the process, and after all that's what salesmanship is all about! I would not hesitate to recommend Peak Sales Consulting's services to any sales manager who is looking to get an edge for his or her sales team." Joe Mancini, Director of Sales, Optoma Technology

Course Objectives

- To show that a "Process" oriented sale will always win over a "Product" oriented sale.
- To teach sales reps how to find potential customers, qualify them, generate interest, uncover business needs, and close the sale.
- To demonstrate that different demeanors are useful during each stage of the sales process and to show how and when to use them.
- To illustrate how to differentiate yourself by how you sell, giving your company the competitive advantage and loyal customers.
- To develop the courage and confidence to present the right solution to the prospect, close the deal, and create a relationship for life.
- To make sales people more successful so they can inspire others, lead the way toward new opportu-

What You'll Learn!

The PEAK Sales Process™

P—Prospect

- Sales as a Profession
- Adapting the Right Mindset
- Pipeline Management
- Cold Calling
- Initial Contact With the Prospect
- Building Rapport

E—Engage

- Personality Types
- The Qualification Process
- Listening Skills
- Understanding Features vs. Benefits
- Identifying Requirements
- Establishing Credibility

A—Acquire

- Matching Prospect's Needs Through Differentiation
- Value-Added Selling
- Presenting the Solution
- How to Close
- Negotiating
- Handling Objections

K—Keep

- Preventing Buyer's Remorse
- The Impact of Losing Customers
- Retaining Customers
- Providing Service & Support
- Customer Life-Cycle Management

nities, and make a positive financial impact on companies.

"Russ has lots of insights about selling and the selling process from marketing strategy, to closing sales and project management. He can relate with stories about personal observations and success stories." Edward F. Buckley, VP Sales and Marketing, Professional EDGE, Inc.