

The Maxwell Method of Selling

Sales Skills for Executives, Managers, Team Leaders & Entrepreneurs

~The 5 Pillars of the Sales Conversation – From Introduction to the Close Keynote Presentation

Do You Know What To Say and What Not to Say At Each Stage of Selling?

Effective communication is essential to leading your potential client through the buying process. Think of yourself as a navigator, helping them understand each stage of the process that ultimately helps them achieve their goal and you to win their business. This presentation will show you how to successfully:

- Identify and articulate the needs of the potential buyer.
- Move the sales conversation forward.
- Present your products, services or program as the best solution in a natural, confident manner.

~4 Sales Within Every Sale Half-Day Sales Training Workshop

If you are going to be successful at moving others from prospect to paid client or customer, you must be aware of four things you are selling. These four “sales within the sale” are present in every sales conversation, whether you know it or not. This workshop will show you the importance of:

- Understanding what you are actually selling during the sales conversation.
- Confidence and competence: Believing in yourself and what you bring to the table.
- Connection and collaboration: Helping the prospect visualize what it would be like to work with you (and why you are their best choice).

****Upon completion of this training, participants will receive a certificate.***

~4 Keys to Mastering Your Sales Posture Half-Day Sales Training Workshop

When it comes to selling, posture is about having the right attitude and behavior. How you show up in the eyes of the buyer is one of the most important things you can master. This workshop breaks down the 4 things that can make or break your sales results. We will cover:

- What is sales posture and why it matters.
- How (and why) a positive attitude can make or break your ability to win a potential client’s trust.
- How your belief drives and influences your behavior (and the behavior of your potential clients as well!).
- Why establishing rapport and relationship with the potential client should be your #1 goal.

****Upon completion of this training, participants will receive a certificate.***

~Sales Training 12-Week Bootcamps

Level One and Level Two

Based on the leadership principles and values of Dr. John C. Maxwell, leading authority on leadership development, each lesson in the sales training bootcamp is designed to equip you and/ or members of your team with the skills you need to improve your sales results. Each bootcamp runs for 12 weeks.

- **Level One:** Over the course of twelve weeks, you will learn how to effectively:
 - Serve others through selling.
 - Have the right posture, mindset and attitude throughout the sales process.
 - Develop relationships versus make transactions.
 - Master the sales conversation and present your products, services or programs.

**Upon completion of this training, participants will receive a certificate.*

- **Level Two:** In the advanced bootcamp, you will build upon the training in Level One and you will learn how to:
 - Track and measure your success.
 - Overcome common objections.
 - Incorporate marketing strategies to stay top of mind during the buying cycle.
 - Build long-term relationships after the sale.
 - Ask for referrals and repeat business.

**Upon completion of this training, participants will receive a certificate.*

CONTACT

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