

AMERICAN BUS ASSOCIATION

Presents:



HOW TO BUILD A COMPLETE SALESPERSON

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A MAJOR PART OF GAINING A COMPETITIVE EDGE BEGINS WITH EDUCATION

HOW TO BUILD A COMPLETE SALES PERSON

BY BRYAN DODGE

1. Why did you choose sales? _____
2. Why is the sales profession your best _____?
_____ and sales go together.
3. Goals are a _____ not an _____.

THE BENEFITS OF GOAL-SETTING

- 1) To help you become better _____.
- 2) To focus your creativity and _____.
- 3) To improve communications with _____.

THE TOOLS OF OUR PROFESSION

FIRST TOOL

You are only as good as your ability to _____.
How to become a master of prospecting...do it _____.

SECOND TOOL

The two questions that must be answered in the original contact

- 1) _____
- 2) _____

THIRD TOOL

Your ability to do your job is based on your ability to _____.

FOURTH TOOL

Key point: _____
If they say it, they _____ it.
If you say it, they will _____ it.

FIFTH TOOL

Objections are a sign of what you _____ covered.

SIXTH TOOL

The key to closing: _____.



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Present

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Live on Saturday
From 5:00–6:00 PM*

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The Good Life Rules!

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