



AMERICAN BUS ASSOCIATION

PRESENTS:

**SUCCESSFUL
SALES SKILLS
THAT CREATE
AN
R.O.I.**

BY:



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I. SUCCESSFUL SALES STRATEGIES:



1.) YOUR CUSTOMERS' WORLD:

2.) IDENTIFYING ECONOMIC BUYERS:

3.) THE ECONOMIC BUYER'S PERSPECTIVE:

A. THE ULTIMATE QUESTION ...

B. WHAT'S NEW?

C. OFF SEASON OPPORTUNITIES & CUSTOMER MARKET CHANGES

4.) WHAT IS THE ECONOMIC BUYER'S PRODUCT DEVELOPMENT PROCESS AND BUYING CYCLE?

5.) HOW HAS THE ECONOMIC BUYER ADAPTED OR CHANGED THEIR BUSINESS TO RESPOND TO THE MARKET?



I. SUCCESSFUL SALES STRATEGIES (CONTINUED):

6.) OBTAINING A BUSINESS SNAPSHOT:



A.) GEOGRAPHY:

- ◆ Local _____
- ◆ Regional _____
- ◆ Intermodal _____
- ◆ International _____

B.) COMPANY SIZE:

- ★ Small _____
- ★ Medium _____
- ★ Large _____

C.) OPERATOR TYPE:

- ◆ Coach _____
- ◆ Tour _____
- ◆ Wholesaler _____
- ◆ Receptive _____
- ◆ Agency _____
- ◆ Group Leader _____

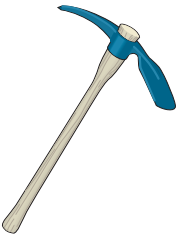
D.) CLIENT BASE:

- ★ Retail _____
- ★ Groups _____
- ★ Combo _____
- ★ FIT _____

E.) CUSTOMER STATUS:

- ★ CURRENT CUSTOMER _____
- ★ IN PROCESS _____
- ★ NEW CUSTOMER _____
- ★ LEADS & REFERRALS _____

II. SUCCESSFUL SALES SKILLS

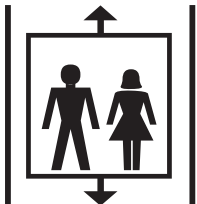


1) PREPARE & BE PREPARE, GO WITH GOALS



2) PSYCHIC REAL ESTATE - WHAT IS YOUR UNIQUE MARKETPLACE I.D.?

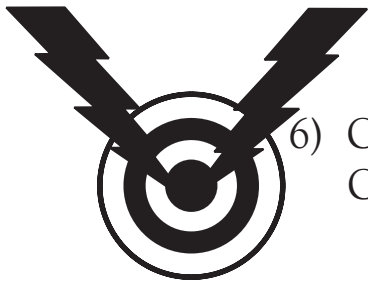
3) WHAT ARE YOUR UNIQUE PRODUCT ADVANTAGES & MARKET SEGMENTS?



4) CREATE A 30 SECOND COMMERCIAL, YOUR ELEVATOR STORY

II. MORE SUCCESSFUL SALES SKILLS

5) GET TO THE ECONOMIC BUYER, KNOW THE DECISION MAKER



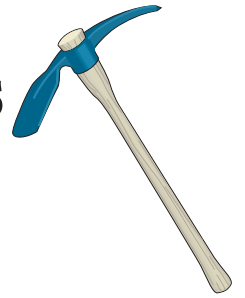
6) CREATE A CUSTOMER CONNECTION BY ESTABLISHING COMMON GROUND

7) THE ART OF ASKING QUESTIONS???



7.5) THEN LISTEN, LISTEN, LISTEN ...

II. MORE SUCCESSFUL SALES SKILLS

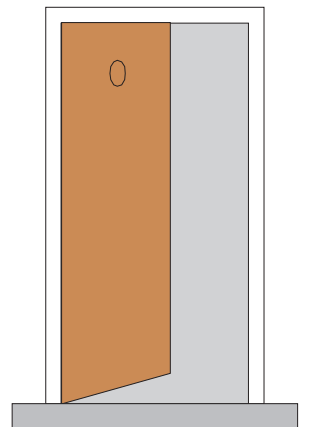


8) CREATE THE TIME YOU NEED:

9) EFFECTIVE FOLLOW UP, FOLLOW UP, FOLLOW UP!!!



10) ASKING FOR LEADS AND REFERRALS,
"WHO DO YOU KNOW WHO?"



III. IDEAS, ACTIONS & NEXT STEPS ...

IDEAS

ACTIONS

