

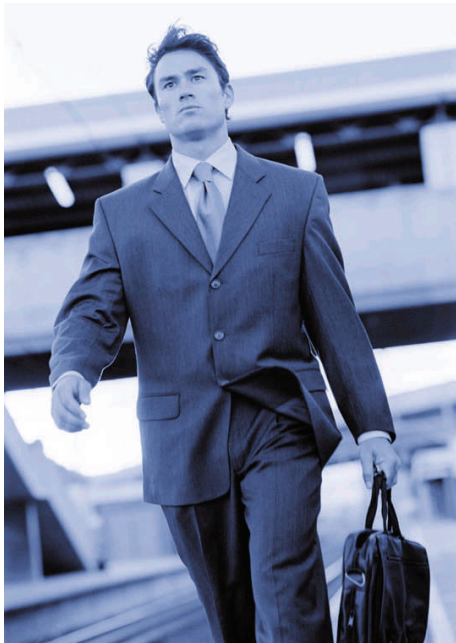


**DELIVERING RESULTS...increasing sales**

# The Sales Meeting

## Introduction

One of the most important aspects of the sales process is face to face selling. The two factors that affect business are the size of the deal and when the deal closes. It is important to be in control of these and really understand what the opportunity is and when it can be realised. Selling is a skill and therefore it can be developed. This one-day workshop will enable delegates to approach their next sales meeting with confidence and provide real value added advice and guidance on how to conduct a sales meeting including what language should be used, identifying buying signals, listening skills and closing the deal.



## Programme Content

- Introduction and use of a proven 4 step sales model
- How to ask impactful business questions
- Develop the ability to listen
- Identify buying signals
- Handling objections
- How to close the deal
- Develop long lasting customer relationships by adding value
- Practice in a safe environment

## Contact Details

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