

Q: TIMES ARE TOUGH, SPENDING IS DOWN, PEOPLE ARE CUTTING BACK ON LUXURY GOODS, RIGHT?

Leave the excuses to someone else and discover how to make more sales, grow your client base and keep your re-bookings high!

Over 6 intensive and Interactive workshops, I will teach you how to plan and execute realistic sales strategies that apply to your industry and your customers. Each session is 90 minutes long, spread over 6 weeks, and covers specific skills including:

- **Creating a customer flow chart to identify sales opportunities**
- **First impressions designed to improve customer retention**
- **Questioning skills to become the ultimate consultant**
- **Techniques for inbound and outbound phone calls**
- **Rebooking and creating referrals**
- **Cross-selling and up-selling techniques to overcome objections**

A: Short Burst Seminars **6x intensive 90 minute workshops**

TIME EFFICIENT & COST EFFECTIVE!

DINANMITE Short Burst Workshops are designed specifically to get results for the Hair, Beauty and Well-being industries.

SIX Monday morning workshops just \$570 +GST per person (Early Bird Discount).

Includes work books and refreshments.



COURSE DETAILS OVERLEAF

Short Burst Seminars

6x intensive 90 minute workshops



PER PERSON
PER COURSE

IN JUST 6 MORNINGS YOU'LL MASTER:

CREATING A CUSTOMER FLOW CHART TO IDENTIFY SALES OPPORTUNITIES

- overview of course and how to maximise participation
- Creation of a real customer flow, true to your business
- Identify strengths & weaknesses in the customer flow
- Comparing flow charts

USING FIRST IMPRESSIONS TO IMPROVE CUSTOMER RETENTION

- Self assessment session
- Belief set, in yourself, brand, products and services
- Greeting skills, role plays

QUESTIONING SKILLS TO BECOME THE ULTIMATE CONSULTANT

- Understand the difference between open and closed questions and when to use each to progress the sale
- Understanding the importance of preparing specific questions for each new client
- Role plays

TECHNIQUES FOR INBOUND & OUTBOUND PHONE CALLS

- Understanding what we are trying to achieve with a call
- Creating scripts
- Role plays

REBOOKING & CREATING REFERRALS

- Detailed review of the rebooking process
- Creating or tweaking techniques and strategies to increase rebooks
- Best practice referral techniques

CROSS-SELLING & UP-SELLING TECHNIQUES TO OVERCOME OBJECTIONS

- Profiling customers and making a plan to help them achieve their beauty/well-being goals
- How to use questions to create cross selling and upselling opportunities
- How to overcome objections and close the sale

what our clients say:

"DINANMITE sales training keeps my girls motivated, focused and answerable."

– Ruby Francios, MD, "Ruby Waxx"

"DINANMITE made the training cost effective and gave tools and techniques that allowed my partners to sell more powerfully & ethically. Sales have definitely improved even in this tight market."

– Jill Wilkinson, NZ Manager, "Colour Me Beautiful"

STARTS 8.30am MON 16 AUGUST 2010 AND RUNS FOR 6 CONSECUTIVE MONDAYS

@ THE WILLIAMSON, PONSONBY - 1 Williamson Avenue, Ponsonby

90 minute sessions from 830 - 10am • work books and refreshments included

**Dinanmite**
ENERGY. MOMENTUM. RESULTS.

REGISTER ONLINE!
at: www.dinanmite.com

* Early Bird Discount applies to bookings made at least 2 weeks prior to course date.