

Q: ARE YOU MAKING AS MANY \$ALES AS YOU COULD BE?

Everyone in your business that interacts with customers is a sales person – even if that's not their job title. The problem is, few people are naturally gifted at sales...

Good news: sales skills can be learnt – and refined!

Whether you're a sales professional looking at learning some new techniques, or you're needing to learn sales skills from scratch, these high-impact, short-burst sales training courses are for you.

Come by yourself – send your staff – or make it a team event!

The workshops are highly-interactive, with role-playing activities included. You'll also get personalised feedback from your sales trainer. That way you can put your new skills into practice straight away, so you can implement with confidence at your next sales opportunity!

A: Short Burst Seminars

intensive **2 hour workshops** for 2010

TIME EFFICIENT & COST EFFECTIVE!

Dinanmite helps you succeed in:

Sales preparation, reaching the decision makers, pitching, qualifying, overcoming objections, closing the deal and more...

Just \$145 +GST per person per course, or ask about our early bird discount!

COURSE DETAILS OVERLEAF



Jason Dinan

Short Burst Seminars

intensive 2 hour workshops for 2010



Part 1: how to prepare for the sale

PER PERSON
PER COURSE

Sales isn't just about turning up on the day and charming the pants off your customers. There's a bit of preparation and research involved too. Learn how to do your homework, and get in the right frame of mind before you walk into that sales meeting.

SALES PREPARATION

- How to research leads
- How to use traditional resources, web research tools
- Belief set psychology
- Belief in your brand, product or service
- Belief in your process and urgency

REACHING DECISION MAKERS

- What is a decision maker?
- Why do we present only to them
- How to reach them
- How to develop a sophisticated focused process that really works.

9.30am: APRIL 22 • JUNE 03 • JULY 15 @THE LONG ROOM, PONSONBY

CRUCIAL

Part 2: how to use listening skills and body language to your advantage

Listening skills and body language play a vital role in communicating with your prospect. Learn how to use yours for maximum impact – and how to pick up their buying signals.

PITCHING

- Preparation and script/pitch building
- Learning how to build rapport
- Mirror imaging techniques/body language
- Questioning techniques/listening techniques
- Pacing/pausing and voice modulation

QUALIFYING

- The importance of qualifying
- What do we qualify?
- How do we qualify our prospects?
- Developing and integrating qualifying into the sales process

9.30am: MAY 06 • JUNE 16 • JULY 29 @THE LONG ROOM, PONSONBY

EFFECTIVE

Part 3: learn how to seal the deal

What if your prospect asks you some tricky questions or throws problems in your path? Part 3 will show you how to handle these with ease – and how they can actually help you make a sale.

OVERCOMING OBJECTIONS

- What is an objection?
- Why do we need to overcome them?
- Developing techniques and fitting them into the process
- Empathy and why it's important
- Learn how to isolate and clarify through your questioning techniques

CLOSING

- The importance of closing and how it fits into the process
- What are the different closing techniques?
- How and when do we close our prospects?
- Developing and integrating several closing techniques into the sales process

9.30am: MAY 20 • JULY 01 • AUGUST 12 @THE LONG ROOM, PONSONBY

PRICELESS