

Sales Workshop, Sunday Sept. 30th

**The Boot Camp will teach you how to bring in leads...
Stay one more day and learn how to close them!**

HOW TO SELL TO TOUGH BUYERS and turn them into your most loyal customers



“Each time Patrick has given our sales team a lecture, the direct impact has been at least a 15 to 20% increase in our performance – which is why we have invited him every year over the last 3 years...”

- J.A.

CHALLENGE:

For many professionals, selling is becoming an impossible mission. There are even books written on the subject letting you believe that “selling is dead...” Yes, selling is becoming seriously challenging. The first reason is: there are more and more competitors out there who swear they have a better product or service.

The second reason is: the customer is getting more confused than ever. The more choice there is, the less easy it is to decide. And, you have noticed, today the customer is more skeptical than ever about anybody who pretends to have the right solution...

There is a third reason: old-fashioned, classical selling does not work anymore. Whatever “great” argument you present, someone can present a “better one”. Whatever “best” logical proof you provide for your product or service, it may convince the customer yet it still does not guarantee that he will buy...from you!

PURPOSE:

To share with you the secret laws of selling as they must occur in today’s market, in order to be successful. To allow you to be unique in your approach and to help you boost your results by at least 50% - right NOW!

PROGRAM:

The NEW fundamentals

- What is the first reason of failure in selling?
- Why is “classical” salesmanship obsolete and a guarantee to make you fail?
- What are the new market rules and why “push-selling” is dead?
- What is the worst enemy of the 21st century sales professional?

“I now understand the importance of relationship in selling – and how to build it so that the close occurs naturally. My closing ratio more than doubled after 2 days of seminars with Patrick...”

- M.A., Insurance Agent

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The secret "Buying" argument

- What do all buyers have in common today, and how can you use it?
- What is beyond features and benefits?
- What is the relationship between "buying" and electricity – and how do you use it to your advantage?
- What is this thing called the "buying argument" and why is it your most powerful tool?
- The new selling attitude: your role re-defined

"I doubled my sales in real estate after Patrick came to Moscow to deliver his amazing sales seminar..."

- A.M., Real Estate Broker

Selling re-defined.

- What is the first and strongest barrier to buying – how do you "destroy" it?
- What are the five "buying decision" factors and how do you use them?
- The power of "positioning" in selling
- The importance of control

The Magic Formula

- Mastering the natural cycle of selling

The "Trust\$elling" way

- The 10 steps to natural closing

The closing

- How to turn any objection into a closing opportunity
- Price negotiation: how to prove you are too cheap, especially if you are more expensive

Making customers for life

- How to transform your customers into your best ambassadors
- Finding NEW customers: the art of creating abundance



Patrick Valtin is a renowned international consultant/trainer, specialized in human resources and business performance. He managed a consulting and training business for 18 years, directly trained 60,000 people in more than 25 countries. Patrick has an MBA (USA) in International Marketing and Human Resources. He is a certified "Hubbard Management System" consultant and trainer.

He is the author of

The TRUST\$ELLING® System: a down-to-earth, effective approach to constant sales success.

The RECRUTECH® System, a practical, result-proven recruitment procedure.

Over 40,000 sales professionals have been trained by Patrick Valtin, in more than 20 countries around the world. Professionals having attended Patrick's sales seminars include representatives of:

BMW, Renault, Peugeot, Mercedes, Toyota, Ford, Century 21, Electricite de France, Gaz de France, France Telecom, Assurance Generale, Zurich Insurance, AIG, Motorola, American Hospital Supply, Travenol, Unilever, Lendl, Coffee Lavazza, etc...

Upgrade your Boot Camp registration to include this third day of sales training and learn how to close the leads from your new Marketing Action Plan!

Boot Camp Attendees \$495

Sales Workshop Only \$595

A \$5,000 value – Patrick charges \$5,000 a day to deliver his seminar to companies all over the world!