

PRESENTATIONS

In today's competitive world of business, just opening the doors and hoping for customers is not a working strategy. This series helps businesses recognize and utilize the necessary components of being successful.

1.) Advanced Professional Selling Skills

For those individuals who have been selling for many years, they want to learn more about selling than just the basics. Tom Shay shares his "Advanced Professional Selling Skills" which show the science of selling. Knowing why something works in selling will allow that individual to apply their own personality to the sales process, hence bringing out the artistic side of selling. During this session, Tom Shay will include details such as the clothing you can wear, the pen you use to write with, the details of how to follow up after the sale, and why certain questions are going to fail to make the sale. If you want to take sales skills to a higher level, "Advanced Professional Selling Skills" is the right selection for the audience.

2. The Magic 8's of Selling

Most sales people do not know how to take advantage of the sales opportunity with the various customers they interact with. Some customers are "just looking", others are "confused", some have "a problem they want help with" while there are some who think they know exactly what they are looking for. Tom Shay shares eight types of selling scenarios and as a bonus, eight ways of closing a sale. Too many salespeople get the customer to the point of making a purchasing decision but fail to engage the customer in the close. The Magic 8's of selling can produce some magical results.

3.) Relationship Selling Skills are a Big Deal!

An interactive presentation designed to assist participants in understanding how some of the "seemingly small" details of working with customers can make the biggest difference in making the sale. This presentation utilizes a deck of cards and places the participants into small groups where they can discuss the questions and answers posed on the cards.

4.) So You Want to Be a Master Salesperson!

What factor most influences the buying decision? It's the salesperson. Why is it certain salespeople seem to be able to resolve a problem for even the most irate customer? Why is it this salesperson seems to be able to answer any question the customer has? What makes this person the one who is asked for by name? This salesperson probably has the highest close rate and highest average ticket of all the sales staff in the business! Responsive attendees will find their careers changed as they decide to become - and learn the techniques of - a master salesperson.

5.) Games People Play - Selling Skills Become Fun!

Many have tried to increase sales by their employees by simply telling them to "sell more" or say some special phrase. This interactive session will have participants demonstrating seven "games" which are actually teaching how to be better salespeople. Fun and learning combined!

Tom Shay

While at college, Tom Shay had a part time job in a clothing store. On the first day of work, he outsold everyone in the store. Over the next two years at that job, he set every sales record the store had. When you have been in a selling situation all of your life, the concepts of how to sell become entrenched in your thought process and your actions. As most people do not have this opportunity, Tom Shay shares the techniques he has learned from being a part of a family business for many years. "Selling should be second nature", Shay says, "And I have detailed the many aspects to share with people who want to learn how to be better at selling."

