

# Advanced Professional Selling Skills

SALES SKILLS TRACK



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Presented  
by  
Tom Shay, CSP

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**PROFITS+PLUS**  
**Solution\$**  
FOR SMALL BUSINESS

P.O. Box 1577  
St. Petersburg, FL 33731  
[www.profitsplus.org](http://www.profitsplus.org)

## Advanced Professional Selling Skills

Who are you?

Who is your competition?

What do they sell?

What do you sell?

Breaking the sound barrier of customer service.

You speak at \_\_\_\_\_ words per minute (WPM)

They hear at \_\_\_\_\_ words per minute (WPM)

Questions that you ask are designed to assist.

They allow you the \_\_\_\_\_

Require the customer to \_\_\_\_\_

**We say:**

This has a 6-year warranty.

The quality is well worth the price.

All you have to do is keep it clean.

## Improving your questions

Improve – Identify information that can have multiple meanings

State – Repeat the multiple meaning information with your definition

Target – Get the confirmation of your definition

Extras – Listen for additional information that their response gives

*Listen with the intent to understand, rather than with the intent to respond.*

—Stephen Covey

What is the message that Covey is sharing?

## Adding the subtle touch to the questions

Distance – “up close and personal”

Public area      Range      Activity

Social

Personal

Intimate

### Body language

Our message is received by:

\_\_\_\_\_ % words we choose

\_\_\_\_\_ % the tone of our voice

\_\_\_\_\_ % body language



**Body language**

I am open

I am willing to cooperate

I am confident

I am defensive

I am insecure

I am nervous

I am frustrated

**Personal appearance suggestions**

Attire

Color schemes

Hair and makeup

Jewelry

Pen

## Individual connection – what they are saying

1. Rubbing
2. Scratching
3. Concentrating
4. Showing
5. Listening
6. Checking
7. Asking for clarification
8. Asking for payment

## Questions and statements:

Are there any extra charges?

What charge cards do you accept?

Will this go on sale soon?

My spouse will kill me for this!

Making persistence pay off  
(The postcard technique) 31361

3 days \_\_\_\_\_

1 month \_\_\_\_\_

3 months \_\_\_\_\_

6 months \_\_\_\_\_

1 year \_\_\_\_\_

Who are you?

The three questions













Who are your competition?

What do they sell?


What do you sell?

## Resources Order Form

Today's prices reflect a 20-percent savings off regular prices!

	Filled with 251 strategies for increasing business with retailers. Also a great read for retailers.	\$15 <input type="text"/>		Create and see each of your next 12 financial statements (includes a disk for computer installation).	\$25 <input type="text"/>
	Advertising and promotion ideas that have been proven to work at little or no cost.	\$8 <input type="text"/>		Advertising and promotion ideas that have been proven to work at little or no cost.	\$8 <input type="text"/>
Idea Book #1			Idea Book #3		
	Business-building and managing ideas to increase profits and reduce expenses.	\$8 <input type="text"/>		Business-building and managing ideas to increase profits and reduce expenses.	\$8 <input type="text"/>
Idea Book #2			Idea Book #4		
	A collection of 50 of the best of Tom Shay's columns from 65+ trade journals and magazines. (PDF format on CD)	\$15 <input type="text"/>		A second collection of 50 of the best of Tom Shay's columns from 65+ trade journals and magazines. (PDF format on CD)	\$15 <input type="text"/>
	29 posters providing inspiration, education and motivation.	\$15 <input type="text"/>		This deck of cards creates an interactive event for employees to learn how to work better with customers.	\$15 <input type="text"/>
AMP 	Make your annual advertising, marketing and promotional plans – guaranteed to keep you on budget and on task!	\$30 <input type="text"/>		Screen savers for your PC containing photos of store displays and the best ideas from the Power Promoting books.	\$15 <input type="text"/>
Calculator					

### VALUE PACKAGE

	Get the complete 12-piece set of Profits+Plus Tools which includes: EZ Cashflow™    How to become the    Powers Posters Collection All 4 Idea Books    Preferred Vendor    Power Promoting PC Big Deal Cards    What Does Tom Say?    Screen Savors AMP Calculator    What else Tom Say?	\$175 <input type="text"/>
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### EACH ITEM SOLD WITH A GUARANTEE TO MAKE YOU MONEY!

Name:	Business Name:
Address:	City, State, Zip:
Phone #:	e-mail Address:
Credit Card #:	Expiration date:
Signature:	Today's Date:
Please send me the monthly e-retailer via e-mail FREE!	<input type="text"/>

