



The SALES LAB™

Increase your success
whenever you sell



Turn Selling into Buying – Positively! For Face-to-Face & Telephone Sales

- **Develop an actual sales presentation** – with a new, more targeted approach and delivery, for your product, service or fundraising project.
- **Benefit from a step-by-step training method** with a veteran sales coach.
- **Master persuasion techniques** that achieve results.
- **Unleash your natural sales strengths** and overcome selling challenges.
- **Set realistic and achievable goals.** Build lasting relationships.
- **Develop people-reading skills** specifically designed to increase sales.
- **Fine-tune your sales talk** with professional and peer feedback.
- **Enter into new selling situations** with greater confidence and skills.

Your Lab Course Includes:

- Professional critique of your sales presentation
- Easy-to-use, step-by-step 207-page workbook and handouts
- Personalized Selling Style Communication Analysis
- Post-Lab coaching available at special rate. Advanced Labs offered exclusively to Speak Out alumni.

PLUS... An optional two-hour private coaching session devoted to your specific sales message and selling challenges. Reach sales targets and increase your income with veteran coaches and proven approaches!

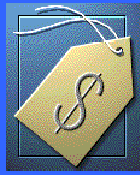
CALL 305-273-6640 1- 800-998-SPEAK

Schedule The Sales Lab on-site for your organization. Also, Private Coaching & Message Development.. Major credit cards accepted. *Discounts for GMCC, nonprofits and multiple attendees.

SPEAK OUT, Inc. Established 1990.

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Member: Greater Miami Chamber of Commerce, Board of Governors



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Topics You'll Cover



The Science: The Anatomy of a Sale

- The six steps of the Sales Cycle.
- Creating your unique selling proposition.
- Presenting your product or service as incomparable, special and different than your competition.
- Strengthening your sales presentation.
- Critical pre-selling steps employed by top salespeople.
- Evaluating your closing strategies.

The Art: Turn Selling into Buying

- Buyer motivations that drive the sale.
- The role of behavior and communication styles in selling.
- Body language and buying clues.
- Using third-party sales materials and other tools effectively.
- Channeling rejection into acceptance.

The Law of Average: Getting Ready for Success!

- Responding tactics to overcome objections.
- Developing your own winning selling system while being yourself.
- Self-motivation techniques that overcome self-imposed barriers.

PLUS... You receive a set of specialized Sales Style analysis reports especially designed to reveal your strengths and natural abilities. Get insights into dealing more successfully with all types of customers in the marketplace – in sales and other persuasive environments as well.

The Motivation Analysis pinpoints the driving motivators you bring to the selling arena and gives you an understanding of factors affecting the potential customer's decision-making. Now, you gain an upper hand throughout the sales process.

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