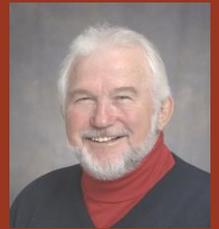


# Effective Sales Techniques



## Dealing Better with a Price Objection

*Many sales people do not spend the time to understand the buying motivation of a prospect. As a result, they have a tendency to reduce their prices as a natural competitive strategy. A competitor will try to beat the new price and then you react accordingly. It has been called the "Runaway Giveaway". With the advent of the Internet, shopping for price is much easier to do. This session will help you to qualify a prospect's needs and improve the profitability of your future sales.*

## What you will learn

1. Customer Expectations – What customers are looking for
2. Behavioural Differences – How people do things
3. Individual Assessment – Adapting your style
4. Qualification – Understanding a prospect's needs & motivation
5. Dealing with the Price Objection – An improvement strategy

## Participant Comments

*I learned more in the first hour or so than in most of the previous sales seminars that I have attended. – Andre B.*

*Based on your training, we have closed 4 recent orders worth \$5.0 million dollars. Two of these accounts were competitor strong holds, where we had a very small chance of success. - Yaskawa Motoman*

**Sample Assessment:** <http://neely-training.com/wp-content/uploads/2015/11/Talent-Insights-Sales.pdf>

For More Info: **D.K. Neely & Associates (613) 546-6532**  
[dneely10@cogeco.ca](mailto:dneely10@cogeco.ca) [www.neely-training.com](http://www.neely-training.com)

## Who Should Attend

- . Sales People, both inside and outside
- . Sales Managers
- . Service People with Sales Opportunities

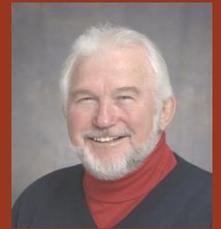
## The Facilitator

**Dave Neely** is a Kingston-based training consultant. He was a Sales Trainer for IBM Canada PC Dealers. Since 1988, he has delivered customized sales training processes for a wide variety of clients, including Kubota, Honda, and the Canadian Professional Sales Association. He will share what he has learned about how to maximize your sales opportunities.

You will enjoy his passion for the subject of selling.

**For Details > Page 2**

# Effective Sales Techniques



## Workshop Content

- A. Introduction – Identifying relevant sales situations
  - Why do we lose sales?
- B. Understanding Customer Expectations
  - What are they looking for?
  - The Sales Triad – where do you fit?
- C. Behavioural Styles – The DISC Model
  - Differences in how to approach prospects
- D. Individual Assessment
  - DISC Reference Summary
  - Adjusting your style
- E. Qualification – The foundation of sales success
  - Understanding a prospect’s needs & motivation
- F. Dealing with the price objection
  - Objection handling technique
  - Application to your environment
- G. Summary and personal action plan

## **Customized In-house available at your location**

### **Unique Feature – Administered prior to the workshop**

*Insights to Success*™ - Personal self-awareness tool which provides individual behavioural insights. Link to sample report <http://neely-training.com/wp-content/uploads/2015/11/Behaviours-Sales.pdf>

### **Optional individual coaching available**

## Location/Dates

### **TORONTO**

Travelodge Hotel 925  
Dixon Road Toronto, ON  
December 14, 2016

### **KINGSTON**

Ramada Conference Centre,  
33 Benson St  
(Division/401)  
Kingston ON  
January 11, 2017

### **OTTAWA** - Innovative

Professional Offices - 440  
Laurier Avenue West, Suite  
200, Ottawa, ON  
March 1, 2017

**Note:** Exact workshop locations may change based on availability and registration

## Registration

Registration/Coffee at  
8:00am, Seminar 8:30 to  
4:30

**Price** - \$245, plus HST  
\$325 with individual follow  
up coaching