

Maximizing Opportunities in a Tough Sales Environment



Engaging your customers and prospects

We are in a tough economy where sales are down for many businesses. With the limited number of sales opportunities, there is an increased need to capture those prospects who do connect with your business through your marketing efforts. This session will help you to understand some critical factors which can be used to improve your bottom line.

The concepts will help you to understand how to build, maintain and leverage customer loyalty. There are three key elements which should be considered:

Foundations of Service Excellence – Customers’ Wants
Customer Motivation – Leveraging Loyalty
Hidden Influencers – Subconscious Motivation

Insights will be provided to show how these three elements can be utilized to fuel customer loyalty and sales referrals. The result will be a sales strategy for both good times and bad.

Take it from an expert

Dave has been a speaker and trainer since 1986. For several years, he owned a family fun centre which competed successfully with an international franchise. As a trainer, he has survived several recessions using a proven formula for dealing with tough sales times. He will share his vast experience in dealing with the important issue of maximizing sales opportunities.

Participant Comments

- *Dave’s presentation was an entertaining, a much needed reminder, filled with plenty of humour and tools to help!*
- *Dave is an inspiring person to spend an hour with; uplifting and positive*

For More Information

D.K. Neely & Associates Phone (613) 546-6532

Email: dneely10@cogeco.ca www.neely-training.com

Optional Coaching

Insights to Success™

Link to sample report

<http://neely-training.com/wp-content/uploads/2015/11/Behaviours.pdf>

Location/Scheduled Dates

Taking a wait list
for April or May, 2017
Kingston ON
Location TBA

Registration

Registration/Coffee at 8:15
am, 8:30 to 4:30
Coffee, Lunch provided.

Price – \$225, plus HST per
participant, we accept
MasterCard and Visa

Optional Price with
Coaching report - \$295

**In-house available at
your location**

