

### Sales and Negotiation Training (4 hours)

**Kickoff: Why sales people fail and how to fix it!** – This is a program that explains the Sales Process. Students will list their individual sales challenges in this portion of the training.

The balance of the program is designed on the spot based on the specific challenges the students present to us at the beginning. This is a high energy seminar that will meet the students' training needs.

Topics covered during the training include:

- cold calling
- gatekeepers
- voice mail technique
- getting the appointment
- developing a good 30 second commercial
- prospecting
- networking
- dealing with objections, etc.

Investment:

- \$3,000 per class (includes workbooks and materials)

#### **The Professional Development Institute**

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