



PRINCIPLES of PROFESSIONAL SELLING

Barry Bailey Group, Inc.

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Toll Free 866-918-9500
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PROSALE



Barry Bailey Group, Inc.

P R O S A L E

“ *This program far exceeded my already high expectations. It is essential for everyone in sales, management or business in general.* ”

*Mark Anderson,
Sr. Development Manager,
Dell Computer*



Barry Bailey, MBA

Barry is the consummate sales professional with over 13 years in field sales, including major account sales, sales management, business development and marketing management. A veteran of over 20 years in Corporate America, he has more than five years of sales training and training management experience. He has worked with or for major corporations to help them sell better and increase margins and revenues, resulting in increased shareholder value. He is a dynamic speaker who energizes and teaches solid skills for participants. He teaches management and marketing for one of the largest universities in the United States. He has worked for 2 Fortune 500 companies - GTE and Dell Computer. He served as a Vice President -Sales for a consulting company; and as Vice President of Business Development for a startup. He is President of **Barry Bailey Group, Inc.**, an Austin, Texas based consulting company. He has a Bachelor of Science in Organizational Behavior from the University of San Francisco, and a MBA from the University of Redlands. Barry has earned a Black Belt in martial arts, enjoys the outdoors, and resides in Austin, Texas with his wife and three children.

Sales Topics Covered:

- Professionalism, Attitude and Outlook
- Questioning skills – asking good, well thought-out and crafted questions
- Messaging skills - What are you saying? Do your statements add value to the selling process?
- Creative problem solving - are you viewed as a problem solver?
- Planning- It takes time, research, education and goal setting to meet today's sales goals.
- Buyer behavior - What motivates buyers today and the difference between what people buy and why they buy. Personal and Professional reasons for the purchase.
- The sales process – having a process that works for you
- Effective listening – The key to understanding customer issues is the art of listening.
- Telephone techniques – Telephone selling in today's crowded and busy world.
- Email selling – Does it work? Are there better ways?
- Attracting new business – Prospecting and how to gain new business fast! What you can do now to increase your sales!

- Selling existing accounts – Are you gaining enough from your existing customers? Find out ways to help build the relationship that will endure market fluctuations.

- Developing a negotiation process that works! Help keep margins and revenues up!

- Closing the Business – Most sales people never ask for the business. Experience how the top sales people ask for and get the business!
- Account Management Process - Having a method of managing accounts and keeping track of client needs, problems and issues will help insure future business. The workshop will address Account Management basics.

To enroll today, see back page or call 512-918-9500 or Toll Free 866-918-9500

Send Your Whole Sales Force to Maximize Follow-on Business!

Increasing sales to existing customers is an integral part of making aggressive sales goals. Sales people need to understand how to become a problem solver for their customers. Becoming a member of the clients' problem solving team takes time and energy.

A professional exudes confidence, gains the client's trust, and sincerely values the client's needs. You know that follow on business is paramount to success. But it takes planning, creativity and great interpersonal skills to retain customers. This Professional Sales Seminar is unlike any other you have heard about. It is designed specifically to today's tougher business climate, where only the strong will succeed and thrive. Right now, you have a gold mine of business waiting to be tapped from current customers. Don't miss out!

Who Should Attend

- **Seasoned sales professionals** who want to increase their skills and renew their energy
- **Sales managers** who are looking for ways to motivate and excite their people
- **Corporate executives** who want to better understand the complexities of selling and be able to better manage the selling process in their company
- **Business professionals** who want to understand the art of professional selling
- **Business owners and managers** who want to add skills that will help increase profits and shareholder value
- **Professional Speakers** who want to gain new ways of increasing their business
- **Marketing professionals** who need to better understand pricing and how product and services are actually sold
- **New Sales professionals** who need to understand the selling profession
- **Customer Service professionals** who want to better serve their customers

PRINCIPLES of PROFESSIONAL SELLING

Outcomes

Participants will walk away from this seminar with tools and techniques they can start using the next day. You or your staff will learn:

- How they view their craft and the effect it has on making sales
- How to develop and maintain credibility and trust
- The key components of buyer behavior
- What question types should be asked and when to ask them
- Why a negotiations plan is necessary to maximize revenues and margins
- How to identify customer objections and ways to overcome them
- How to maximize internal resources to help increase shareholder value
- How to close the business and keep it sold
- How to increase profitability and improve shareholder value

Schedule

Session One

Goals, Dreams and why you work – Identify why you are in sales and what you want out of your career. What it will take to make or sustain your desires?

Professionalism – Leading people to a favorable decision and gaining cooperation of internal people and resources. Assessing your skills and abilities. Common motivators. Maintaining high performance

Planning – The plan is ever changing and never right! Pre call planning. Plan execution. Post call evaluation. Revenue and objective planning. Calculating how many calls/size of deals it will take to reach your goals!

Managing your time and territory - The importance of understanding what to do and when to do it. How attitude and motivation can enhance or impede your success and what to do about it.

Session Two

Buyer Behavior — Why people buy and why you need to provide a reason for them to buy from you/your company! Behavior styles. Client's comfort zone

Listening & Questioning Techniques - The art of effectively listening. How to ask well crafted questions that gain results.

Session Three

The NEW Selling Process - Handling objections. Recognition of buying signals. Selling to existing clients. Getting attention and gaining interest. Satisfying customer needs. Understand tension and how to use it. Presentation magic. Closing the business. Negotiating the sale. And more!

Session four

Telephone techniques – Setting appointments and qualifying prospects. – Effective use for selling existing clients.

Email Marketing/Selling – Email, is it worth it? What are the positives and negatives of email? Email as a tool.

Session five

Negotiation Planning - Developing a negotiation plan to help deal with price pressure. Understand the range of reason. Concession strategies. The importance of value creation.

Program wrap-up

Barry Bailey Group, Inc.

8650 Spicewood Springs Road
Suite #145-510
Austin, Texas 78759

Sales professionals need to find and retain customers. It is an exciting and challenging world we sell in and top sales people know how to locate and keep selling to their customers, even in down markets. **ProSale: Principles of Professional Selling** will help sales people close more business through understanding how their attitudes and outlook impact their effectiveness. The program will provide a framework for the skills and concepts of selling and how increased sales impacts shareholder value!

“ I have attended a variety of sales training programs and would rate this one at the top of the list. ”

Vicki Byrd, CFP
Investment Center Manager,
Charles Schwab

PRINCIPLES of PROFESSIONAL SELLING

YES, I can't wait to attend...

5 Easy Ways to Register

By Phone

512-918-9500 or Toll Free 866-918-8500

If you reach voice mail, leave contact information and we will get right back to you.

By Web

Go to the website, fill in the Registration form and submit!
www.barrybailey.com

By Email

barry@barrybailey.com

Please include all information on the enrollment form.

By Fax

Complete and fax the enrollment form to: 512-374-0800

By Mail

Complete and mail the enrollment form to:
The Barry Bailey Group
8650 Spicewood Springs Road #145-510
Austin, Texas 78759

PROSALE

CUT ALONG DOTTED LINE

PLEASE PRINT OR TYPE



National
Speakers
Association



Name _____

Title _____

Company _____

Address _____

City _____

ST _____

Zip _____

Phone (_____) _____

Ext _____

E-mail _____

PAYMENT INFORMATION

___ Check enclosed payable to: The Barry Bailey Group

___ Charge \$ _____ to Visa, Mastercard or American Express

Card Holder Name _____

Card # _____

Exp. _____

Signature _____