

THE MAXWELL METHOD OF SELLING

SALES SKILLS FOR EXECUTIVES, MANAGERS, TEAM LEADERS & ENTREPRENEURS

"Want to build your client base and have a constant flow of business? Learn how to sell using the Maxwell Method."



Selling is essential for any business or profession. Whether you are looking for new business or applying for a new position to advance your career, unless you know how to sell, you will not have a successful outcome. Put another way, "nothing happens until someone sells something". The Maxwell Method of Selling introduces the fundamentals of selling and marketing – skills that are essential for every leader, manager, business owner or professional.

From understanding your value proposition and the power of branding to knowing specifically who to target for your services, this material is useful for those who are brand-new to the art and science of selling, as well as to those who are experienced in selling. The following sales skills training will equip you with the strategies and techniques to become comfortable with the sales process, conduct sales conversations with confidence, win business proposals, and increase revenue.

The 5 Pillars of the Sales Conversation – From Introduction to the Close [Keynote Presentation]



Do You Know What To Say and What Not to Say At Each Stage of Selling?

Effective communication is essential to leading your potential client through the buying process. Think of yourself as a navigator, helping them understand each stage of the process that ultimately helps them achieve their goal and you to win their business. This presentation will show you how to successfully:

- Identify and articulate the needs of the potential buyer.
- Move the sales conversation forward.
- Present your products, services or program as the best solution in a natural, confident manner.

4 Sales Within Every Sale [Half-Day Sales Training Workshop]

If you are going to be successful at moving others from prospect to paid client or customer, you must be aware of four things you are selling. These four "sales within the sale" are present in every sales conversation, whether you know it or not. This workshop will show you the importance of:

- Understanding what you are actually selling during the sales conversation.
- Confidence and competence: Believing in yourself and what you bring to the table.
- Connection and collaboration: Helping the prospect visualize what it would be like to work with you (and why you are their best choice).

Upon completion of this training, participants will receive a certificate.



Sales Training 12-Week Bootcamps (Level One and Level Two)

Based on the leadership principles and values of Dr. John C. Maxwell, leading authority on leadership development, each lesson in the sales training bootcamp is designed to equip you and/or members of your team with the skills you need to improve your sales results. Each bootcamp runs for 12 weeks.



Level One: Over the course of twelve weeks, you will learn how to effectively:

- Serve others through selling.
- Have the right posture, mindset and attitude throughout the sales process.
- Develop relationships versus make transactions.
- Master the sales conversation and present your products, services or programs.

Upon completion of this training, participants will receive a certificate.

Level Two: In the advanced bootcamp, you will build upon the training in Level One and you will learn how to:

- Track and measure your success.
- Overcome common objections.
- Incorporate marketing strategies to stay top of mind during the buying cycle.
- Build long-term relationships after the sale.
- Ask for referrals and repeat business.

Upon completion of this training, participants will receive a certificate.

