



**Dwight Davis**  
*Certified Performance Technologist*  
**Lighthouse Performance Consulting**  
Voice/Msg: 972-675-9165 • DDavis@lighthouseperformance.org

## Development Training

### Course Details

**Code:** **SS1** – Contact Dwight Davis for arrangements regarding this course.

**Name:** **INCREASING YOUR SALES**

**Type:** Team and Personal Skills Development for employees, supervisors, and managers

**Duration:** 1 Half Day – 8:30 A.M. to 12:30 P.M. or 8:00 A.M. to 12:00 Noon (suggestions only)

**Estimated Cost:** Contact us for a quote tailored to your specific requirements.

**Description:** This course will provide your employees with improved understanding and development of business sales principles and skills used in qualifying, presenting, demonstrating, and closing successful product and services sales.

The topics to be discussed are as follows\*\*:

- Sales consistency day-by-day every day
- Twelve characteristics for selling success
- Meet and greet with customer qualification
- Customer presentations and demonstrations
- Taking command with leading questions
- Creating the selling climate
- Preparation and response to objections
- The art of closing
- Referrals and prospecting with success
- Customer follow-up and customer service

\*\* Please note that this package is currently being revised and there may be some changes in content.)

**Objectives:** Upon successful completion of this training, your employees will have an improved understanding of business sales principles and skills. Participants will be able to use these additional skills to improve customer rapport, maintain better control of the sales process, and increase sales closures.

### Course Delivery Method:

The format is classroom workshop facilitation training and instruction.

### Course Materials:

There is one (1) presentation package for this course with handout packages for participants. "Increasing Your Sales" – 30 plus pages.

### Notes:

Feel free to bring paper and writing instrument to take notes.

This course will be "fun" as well as educational! You learn MORE when you are having fun!