

PRINCIPLES OF PROFESSIONAL SELLING

Thousands of salespeople have prospered by attending AMA’s most popular professional sales training seminar.

Seminar #5520

Overview

No matter how great your product or service is, or how talented a salesperson you are, you will not be able to close the deal if you cannot tell your clients how what you’re selling will benefit them. Through this intensive professional sales training seminar, you will learn how to gain your clients business by earning their trust.

Go through the entire sales process and discover the most modern sales methods today—consultative/solutions selling. You’ll leave this professional sales training workshop better equipped to develop presentations that meet your clients real needs...create a specific sales plan to achieve your sales goals...influence the right buyers and close the sale with ease.

Schedule

- [3] days

- [3] days - **\$2,345** Non Members
- [3] days - **\$2,095** AMA Members
- [3] days - **\$1,794** GSA

Credits

1.8 CEU

Schedule

We have 13 scheduled sessions located nationwide starting between 5/30/2012 - 2/20/2013

Date	Location	Duration
May 30, 2012 - Jun 1, 2012	Chicago, IL	3 Days
Jun 25, 2012 - Jun 27, 2012	New York, NY	3 Days
Jul 30, 2012 - Aug 1, 2012	Chicago, IL	3 Days
Aug 15, 2012 - Aug 17, 2012	Atlanta, GA	3 Days
Sep 5, 2012 - Sep 7, 2012	New York, NY	3 Days
Oct 3, 2012 - Oct 5, 2012	San Francisco, CA	3 Days
Oct 22, 2012 - Oct 24, 2012	Arlington/Washington DC, DC	3 Days
Oct 24, 2012 - Oct 26, 2012	Boston, MA	3 Days
Oct 31, 2012 - Nov 2, 2012	Chicago, IL	3 Days
Nov 12, 2012 - Nov 14, 2012	Atlanta, GA	3 Days
Dec 17, 2012 - Dec 19, 2012	New York, NY	3 Days
Feb 4, 2013 - Feb 6, 2013	Chicago, IL	3 Days
Feb 20, 2013 - Feb 22, 2013	Atlanta, GA	3 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Develop a master plan to manage the sales process
- Win the confidence and trust of prospects by learning as much as possible about their needs
- Successfully sell on a consultative level, using effective interviewing techniques
- Effectively communicate your product/service superiority
- Build long-term sales relationships by offering solutions
- Uncover customer resistance and overcome objections
- Know when—and how—to close the sale
- Productively manage your time and territory

What You Will Cover

- Planning: using competitive analysis to gain more business
- Matching your sales approach to the personality style of your customer
- Becoming a problem solver: supplier-based selling vs. selling a solution
- Developing new business while maintaining existing account
- Managing key-account and key-prospect relationships

Who Should Attend

Sales professionals with a minimum of one year of sales experience, veterans who want to refresh their skills and managers who want to learn professional sales training techniques to train salespeople.

Note: This course is not for novices; see seminar # 5510 *Fundamental Selling Techniques for the New or Prospective Salesperson*.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)