

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5520](http://www.amanet.org/5520)

## Principles of Professional Selling

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

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.

### 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*.

## Special Feature

### This Seminar Features Blended Learning

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner - producing a greater return-on-investment for the employer and the seminar participant

### Schedule

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,984 GSA

### Credits

1.8 CEU

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