

# The SIMPLE Sales Process



## INSTRUCTOR LED TRAINING PROGRAM

### Are you or your sales team tired of...

- Feeling frustrated because you can't make headway on company goals?
- Dealing with prospects who want free consulting and quotes, and then give the business to someone else?
- Making presentations to people who can't or won't make decisions?
- Looking for new ways to find prospects that doesn't require cold calls?
- Unrealistic or inconsistent sales forecasts and results?

"Fantastic sales workshop that covered a lot of great topics and tools. The tools that were presented to us will not only help us to be successful within our company and career but we can also apply them to our personal life as well which I think is very important. The instructor was very knowledgeable and energetic."

- Angie R.



### Participants will learn how to ...

- More easily strategize or debrief a sales call with a common language and selling system that has specific steps.
- Save time by learning to qualify or disqualify an opportunity early in the process.
- Maintain control over the sales process with your prospects and your sales team.
- Recognize problems before they become major roadblocks, stalls, and objections.

# Program Outline:

## **Module 1: The Importance of a Selling System**

Discover the power of the SIMPLE Sales Process and integrate it on your current product or service offering.

## **Module 2: Setting the Stage**

Learn the technique to start a sales conversation and establish an emotional bond and positive rapport with your prospects. Secondly take control of the sales process by establishing an agenda and mutual beneficial guidelines for productive conversations with prospects and buyers.

## **Module 3: Issues and Impacts**

Learn to find the issues and the impacts to your buyers. Improve your questioning strategies to gather a greater understanding of your buyer and to probe for their true buying motivation as you help them discover and articulate their needs.

## **Module 4: Money and Motivation**

Learn how to uncover the investment constraints of your buyers and whether they are willing and able to take action to solve them with you.

## **Module 5: Process to Purchase**

Learn how to find out how your buyer wants to make the purchase and uncover your buyers decision-making process. In addition, how to spot, remove or avoid sales roadblocks.

## **Module 6: Leverage and Layout the Solution**

Learn to consistently close and reinforce sales by focusing on the prospects issues, impact, money, motivations and decision-making process. Learn how to leverage this information to layout your solution to the buyer and close the sale.

## **Module 7: Expand and Enhance for Growth**

Learn how to expand the relationship with new pieces of business and position yourself for future introductions and referrals. Also to take a hard look at your Beliefs, Actions and Techniques to increase your chances of sustainable sales success.



“I recently took the Simple Sales Process course Live Online and it was very helpful. The trainer brought a whole new way of thinking about clients, building relationships and so much more. Couldn't recommend taking this course enough as it has helped me identify what I was lacking and how to fix it to succeed in sales.”

- Jason T

## Workshop Options

### Option 1: Live in Vancouver, BC

**Date:** Thursday January 23, 2025

**Time:** 8:00am to 4:30pm Pacific

**Location:** Executive Inn – Coquitlam, BC

**Investment:** \$850.00 per person

**Materials Included:** Workbook

Sales Assessment

**Registration Deadline:** January 16th, 2025

### Option 2: 2 Half Days - Live Online

**Date:** February 20th and 27<sup>th</sup>, 2025

**Time:** 8:00am to 12:00pm Pacific

**Location:** ZOOM

**Investment:** \$850.00 per person

**Materials Included:** Digital Workbook

Sales Assessment

**Registration Deadline:** February 13th, 2025

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Register

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Simple Sales Process

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