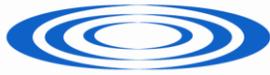


memoryspring



Memory Spring Dynamic Selling

Effective selling is a dynamic process that is both a science and an art. The science of selling is the process of focusing one's efforts to make enough calls and meet enough people to achieve the desired sales and income. The art of selling is having the ability to connect with people and persuade them to buy or commit.

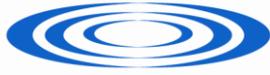
Most salespeople have a feel for both the science and art of selling. For instance, most know the number of calls and proposals required to hit their objectives. On the human (Art) side, many sales people use their gut to connect with and persuade people; however, gut selling makes it difficult to develop consistency. Developing a process for connecting with and persuading people makes selling easier and ensures consistent results.

Dynamic Selling is a program that provides salespeople with a process to better connect with the human side (Art) of selling while keeping people focused on the science required to achieve desired results. Whether you are new to sales or a grizzled sales veteran, you will walk away with new tools to take your business to the next level.

Course Content

Within this 90 minute **Dynamic Selling** the participants will:

- **Learn what it takes to be an effective dynamic seller**
- **Learn to build trust and rapport quickly**
- **Learn to uncover customer wants and needs**
- **Practice learned skills**



“This was an excellent session. It made me more motivated!”

- Tovi Snapstailer, Florida Marlins

“I was impressed by the homework that was done on our organization and situation, and on the degree that the content related to our needs.”

- Roger Ganse, Cooperative Personnel Services

“Time flew by! Well done and wish we had more time to learn additional techniques.”

- Debbie Silva, Xerox

“Excellent workshop! Fabulous instructor!”

- Kristine Daley, John Muir Health

“Excellent and participative session with lots of energy. I plan on using the techniques and they will help me become more effective.”

- Devan Probert, Mosaic

“Mike was a great presenter. He kept the session moving and fun.”

- Swede Ekblom, Worksafe

“Michael, you really made a difference for me. I am looking forward to applying what you taught us.”

- Gregory Olivas, Heritage Oaks Bank