



SALES TRAINING

Introduction

First of all, although we use the term “Sales”, we are actually here to provide a service to businesses and business owners.

Stop and reflect for a moment. Let’s say you have business to conduct with a new company. Since they are new to you and you don’t know much about them you will want to learn more before giving them your business. So, you go online to find them. But, there is no website for that company, or the one they have appears home made and unprofessional. How likely are you feel comfortable doing business with that company?

In today’s market every legitimate business is expected to have a website. No longer is it just an extra source of marketing. By offering your clients the opportunity to receive professional website services, you are helping their business to grow and succeed.

KEY FEATURES/BENEFITS	
Product	Website for the client’s business
Feature	Low cost professional worry free web design
Benefits	Brings in new customers to their business Increases communication and visibility to their current clients

KEY THINGS TO REMEMBER	
Relax	If you are relaxed on the phone, your clients will become relaxed with you. Even though you are making a business call, you can put your clients at ease by being warm and friendly on the phone with them.
Have Fun	This should be FUN! You have no boss stranding over you, there is no clock to punch. So relax and have fun. You will find if you are having fun talking to people, those people will have fun talking with you. People buy from people they enjoy talking with.
Don’t Be Afraid to Laugh	Often, when you are talking to your client, you may find the conversation goes to some humors thing or another. Don’t be afraid to laugh with your customers. Of course, you don’t want to laugh at them if they make a mistake by saying something incorrectly, but laughing WITH them can often gain you the sale.