

Need to Close Chains

Presented
By
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The sales training exercise that will improve your sales skills and put you in a buzzing motivational state in preparation to meet prospects.

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Need to Close Chains



Hi I'm Stephen Craine, and this is the Need to Close Chains Training technique that I've used successfully with the sales teams I've managed and trained.

You can now use this proven technique for yourself, or for your sales team. Like all effective sales training it's easy to learn, can quickly be put into action, and achieves great results.

You can put this sales and motivation training tool into practice in many different ways. It has practical applications for new product training, improving sales skills, and great motivation control to get you into selling state.

Don't be fooled by its simplicity. Too much sales training is overcomplicated and uses the latest made up buzz words and acronyms just so it can be marketed as something new.

Everything you find here, and on the www.Provensalestraining.com website, has been tested and proven in real sales situations by the sales teams I have managed and trained. I use sales training that quickly clicks into place and gets results. My career, and the jobs and income of my sales teams, have depended on the results achieved using the sales training offered to you here and on the website.

You have already taken a step further than the average sales person. You have taken a personal action to improve your sales and motivation skills, you've invested in yourself. Taking actions to invest in yourself will increase your income and move your career forwards. Investing in learning is something I look for in the sales people I employ.

Take what you find here, use it, adapt it, and feel free to pass it on to colleagues and friends.

Best wishes for a successful sales career

Stephen Craine

What the Need to Close Chains Will do for You

You have in front of you a sales and motivation exercise that will have a great positive effect on sales results for salespeople prepared to invest in themselves.

If you're the type of person that wants to improve and develop your sales skills, and the mental processes that you use when selling, then you are the type of person to gain great benefits from this technique. And, you're probably the right person to show others how to get those benefits.

So here is what you can gain from a few minutes invested in putting this technique into action:

As a Sales Training Technique

As a sales training technique it will build chains of connections between the needs of a customer, which you discover in the early Questioning stage of the sales process. The benefits your products or services have that will meet those needs and that you present in the Presentation stage of the sale, and the features of your products and services that will deliver those benefits. With the final link in the chain being the closing, trial closing, or agreement gaining, line that you use to move you closer to closing the sale.

If you're not sure about the stages of a sale, and the most effective sales process to use, take a look how I train my teams how to sell at <http://www.provensalestraining.com/sales-training-course.html...>

Building these chains of connection is like creating a new pathway across an overgrown field. The first few times you do it the going is tough, and progress can seem slow, because the way forward is overgrown and you have to keep checking your direction.

When you keep crossing the same ground across the field a track starts to appear giving you direction and a surer footing. Then a proper pathway starts to stand out and you can cross quicker until you can do it subconsciously. That's when you start to use the technique automatically, without consciously thinking about it, in your sales meetings with prospects. You have become consciously competent in using a new technique.

As a Motivational State Changer

First thing in a morning, on your way to meeting a prospect, before a sales team meeting, preparing a presentation, these are all times when you need to get into a state of motivation that will give you the best access to all your sales skills, experience, and knowledge.

Have you ever gone into a meeting with a client and really only starting using your sales skills and getting into it part way through. Sometimes it can be too late and you can't recover the mistakes you made at the start when you weren't really in the right frame of mind to give it your best.

Using the Need to Close Chains as a mental training exercise to get into the right mindset will mean you are at your best from the start of the meeting.

The mental exercise prepares you and brings the connection chains of customer needs, product benefits, features to deliver benefits, and closes and agreement gaining, into your mental focus.

You will be on your top game from the start and it will show to both you and your prospects.

New Product Training

How do you, or your sales teams, learn about new products or offers. In many organisations someone from the dept that developed the new product will give a detailed presentation. But is that the best way for sales people to approach a new product?

Once you've got the technical detail and the features you can use the Need to Close Chains to learn the new product from a sales perspective.

Learning a product in this way will greatly increase the number of benefits that you find and quickly link them to the features that will deliver them.

You can match customer needs, to benefits to meet those needs, to features that deliver the benefits, and to appropriate closing or agreement gaining lines. Give it a try with a current product and see how much new sales information you come up with.

For Sales Managers and Trainers

The ways to use the Need to Close Chains are endless and even today, some 15 years after first developing the technique, I'm still finding new ways to use it in meetings, coaching, and training sessions.

Sales Training Sessions

At every stage of the selling process your team can benefit from connecting customer needs, wants, and desires, to the benefits and features of your products and services. You can use the structure of the Need to Close Chains as the basis for a full training session that is interactive, thought provoking and different to anything your team has seen before, and I know that because I developed the technique.

Ice Breaker and Quick Fire Attention Grabber

As an ice breaker at the start of a training session, or at times when the mood and enthusiasm of the delegates is in decline, both are good times to use the technique to get people thinking and responding. When you see the instructions on how to do this you'll see that there is just a little pressure put on people to get with the training and come up with answers.

And again it is original so not the same old ice breakers that have been doing the rounds for twenty something years, and that makes you as a trainer or manager look good.

Motivational Training Sessions

You can actually test how effective this training is on your sales teams, I'll show you the full instructions on how to do this later.

You do a simple exercise on features and benefits before you have used the technique and then you do the same exercise after you have used the Need to Close Chains as a motivational state changer. You, and your team, will see and feel a difference.

A Word of Caution

The techniques you are about to learn have many uses, some of which are presented in the previous pages. What the Need to Know Chains should not be used for is to present directly to the customer in a live sales situation.

Need to Close Chains are a training technique to give you new perspectives and new skills. The actual technique of creating a chain of connections from a customer's need, to a feature and benefit, and then to a closing line, will improve your sales skills, but the chain would not sound right if presented to a customer in the way that we use it for training purposes.

The Need to Close Chains do not build sales or telephone scripts, we have other course for that and I'll give you details at the end of this course.

For training courses on what to do and say when selling to a prospect, or when making sales appointments, please see the information on our other sales training courses at the end of this eBook.

So how did this sales training technique come about, see the next page...

How the Need to Close Chains Started

It started out as a simple exercise to fill in some time on a sales course I was presenting. Some of the delegates were held up getting to the second day and I wanted a simple exercise while we waited. I wanted an exercise that would do all of the following:

- An ice breaker to warm up the group.
- A motivator move to move people to a positive mental state.
- A way to test the understanding of the sales process.
- To get people thinking about the process from the Sales Introduction stage to Closing sales.
- Get everyone involved and apply that small amount of pressure that gets people thinking.

I took an exercise from the previous day where we had linked customers needs, wants, and desires, to the features and benefits of the products and services that the sales team sold. Instead of doing it as a slow exercise, with time to come up with solutions and develop lines of thought, I did it as a fast response, thinking on your feet, quick fire, round the table exercise to instantly link customers needs with features and benefits.

The results were fantastic.

A simple change to a sales training exercise that I had presented many times before gave me a great sales tool for many different situations and I could already see the potential and range of applications.

The exercise quickly showed me the team's knowledge and how they currently used features and benefits. It also highlighted the limit of their product knowledge in terms of the product features and what benefits they could deliver to customers.

The First Major Benefit of the New Exercise

The first major benefit I got from the exercise was that it highlighted that everyone of the team had got into the lazy and unprofitable habit of selling on price instead of building value with features and benefits.

Selling on price is a habit sales people fall into when they don't have support, feedback, and regular training.

Selling on price is easy, you present all the features as cost saving benefits, even though price may not be a need of the customer. But it reduces sales revenue and margins, lowers prices in your marketplace, and constantly selling cheap can be worse for the business, and job security, than not making any sales. And if your prices are not the cheapest you're not going to close sales.

So in just a few minutes Need to Close Chains had highlighted a major problem and opportunity, from there on it just kept developing and giving me more benefits.

Ready to start, here's how to get the best from this training and then we'll get straight into it...

The Quickest Way to Get Results from this Training

To get the best, and quickest, results from this training read through the following exercise as it builds into the complete Need to Close Chain. Take it slow at first, remember the pathway across the field metaphor, and try to use your creative mind rather than your logical processes.

Then apply the Needs to Close Chain to your current sales role. Consider what would have the biggest impact on your sales results, and your earnings or your business, right now. Be selfish, you're making an investment of your time and resources to improve your sales and motivation skills. You want the best return you can get for your commitment and investment into your own learning.

What Will Get You The Result You Want?

Which of these is most important to you:

- A great way to sell a new product or service?
- Increase your current sales results?
- Sell more of a certain product?
- Boost the results of your sales team?

Perhaps it's motivation or a boost to your confidence.

As you start learning the Need to Close Chains technique start to decide on your goal, what you will focus the training on after you become competent at using it.

Ask yourself, if this sales training exercise could do one life changing thing for you and your career, what would it be?

What would the difference be compared to the current situation or results?

With your answers to the above in mind let's start the training that will make the changes that you want.

Right, let's see how the Need to Close Chain can help you achieve your personal and career goals...

The Need to Close Sales Training

Follow these simple steps to learn how to use the Need to Close Chains:

1. What do your customers want?

Let's do something different, we'll start with the customer not the product. Even if your personal goal for this training is to learn a great way to sell a particular product, start with the customer, not the product.

Choose a big common need that your customers want. It doesn't have to be directly related to the product. In fact it can be so general that you can't see a direct connection to the products and services that you sell. For example, many customers, both B2B and direct sales to the public, want more money. That's a very general need that your customers could have that isn't directly related to your product.

You're looking for a benefit the buyer wants. Think of it as the end result, what the buyer is left with after they have done business with you, but from our starting position you don't yet need to see any connection to your products and how they will deliver this benefit. Imagine your customer knows nothing about your product, they just know what the benefit is that they want.

2. What does your product have that meets that need

What does your product have, or do, that could supply a benefit to meet the need of the buyer?

This is where your real sales skills come into play and the more you practice the more effective they become. You identified what the customer wants. So what has your product got that can give it to them?

Get creative and think around and between the usual and straightforward lines of selling. If the buyer wants more money what have you got to offer that will do that for them.

Select a benefit of your products or services, and the feature that delivers it, that will meet the requirements of the need you chose in step No1 above.

There are no right or wrong answers. Some answers will be better than others, and you will improve your skills in selecting benefits as we progress and as you use this exercise more.

When selecting a benefit delivered by a feature, to meet the need of the buyer, you might want to reframe the customer's need. For example, there are many ways you can reframe the need of wanting more money. More money can be gained by:

- Selling more of a product.
- Saving on manufacturing costs.
- Doing an action quicker.
- Combining actions and costs.

And I'm sure you can think of many more ways.

3. How does the feature supply that need to the buyer

How does the feature you selected in step No2 supply the need from step No1?

This is the mechanics of how the feature will deliver the benefit to the customer if they buy your product or service.

Don't worry about presenting this in terms that are too basic. It's much better to give a basic explanation than to make an assumption that the customer can see the connection between a feature and how it will deliver a benefit when in reality they can't. I've seen many sales people lose a sale because they presented a product feature but didn't fully explain how the feature gives the buyer what the benefit they want.

Here's an example to highlight how to frame this idea

Think of it this way, no one buys a car.

They buy: Transport, Security, Fashion accessory, Status symbol, Sex appeal, Tool, Family taxi,and a whole stack of other things they could want from a car, but no one actually buys a car.

If a car salesperson tries to sell just a car they will fail.

Great car sales people sell what the customer wants the car to do for them. They find out what the needs, wants, and desires of the customer are and they select a car with features that will deliver benefits that meet the customer's requirements.

Poor car sales people show off their detailed technical knowledge of the features of cars and engines to customers that want to hear about the benefits the car will give them.

So if a car customer has an overriding need for more money you show them features on a car that can save money or make money. But don't leave it at just the obvious ones such as fuel consumption, price discounts, or road tax costs. Come up with some features that are more distantly connected. For example, you could show the customer a car that could be used as a taxi to bring in extra money, or a leasing plan instead of a purchase, or a vehicle suitable for use by a part time courier. You could present the low prices for parts, servicing, and maintenance. Get resourceful and experiment.

A Quick Summary of the First Actions

In step No 1 you chose a big need a typical buyer may want.

In step No 2 you selected the feature that would supply a benefit that would fulfil that big need.

Now in step No 3, say out loud how a feature of your product will supply the benefit that will meet the big need. Say it as you would when presenting to a customer.

Make sure you include how exactly the features of your product deliver the benefits to the buyer, show the connection. It may be obvious, eg increased output cuts costs so it saves money. Or, it may be more subtle and need a more detailed explanation. Present your story in a simple way that communicates the connection between the customer's need, the benefit that your sales proposal can give to meet the need, and the feature that will deliver that benefit.

For sales training tips on how to present benefits to customers, take a look at www.provensalestraining.com/sales-presentation-tips.html

Now Let's Make the Training Work

You've made the first crossing through the overgrown field, this is new terrain, you've had to push aside some old ways of doing things, and as expected we've taken it slowly to allow you to take in the route.

You've done the hardest part of the training so now we can speed it up a little.

Let's start with step No 1

State another typical need, want, or a desire your customers often require or ask for.

Step No 2

What feature will supply a benefit that will meet the requirement of your customer in step No 1 above? Present both the feature and the benefit. Explain how the benefit meets the needs or wants, or desires of the customer.

Take your time making this selection, we're not at full speed yet, you want to get this right.

Step No 3

How does the feature supply the benefit?

Connect the feature and the benefit so it is clear how you will deliver the benefit, using the feature so that you will meet the need.

Back to Step No 1 and Add Some Speed and More Techniques

Step No 1

Choose another need, want, or desire a customer could require. You can use one you've already selected because there will be more than one feature that can supply a benefit to meet the requirement.

Step No 2

Present the feature and the benefit it will give the customer.

This time add a very brief explanation that shows how the benefit meets the customer's requirements. In some cases, when the connection is obvious, this requires only the briefest of comments to check the customer connects the two. When the connection is not as obvious you may need a longer explanation and a check that they understand the connection.

Step No 3

How the feature supplies the benefit that will meet their requirements.

This should be starting to flow now with the different steps smoothly running into each other.

When you explain how the feature delivers the benefit make sure you don't make it more technical than it needs to be, you don't want to bore the customer. Focus on the benefits and how they will get them.

One more time!

Start again, from the top, and let's speed it up a bit:

Step No 1.

Pick something the buyer wants, needs, or desires.

Step No 2

Present the feature and the benefit.

Connect the benefit to the customer's requirement.

Step No 3

Connect the feature to the benefit with how it delivers it to the customer.

Flow through the chain a few more times until it feels like a well worn pathway.

Go a little faster now the route is familiar.

There should be less thinking time between steps.

As you find it easier and more comfortable you're becoming unconsciously competent at using Need to Close Chains and linking needs to features to benefits to delivery of benefits.

As you practice for more and different needs you will become more confident about your sales presentation skills. You will relate the need to the feature, and how it delivers the benefit to the buyer, in a natural flowing style.

And, you will find more features to connect to needs and to benefits, which will increase your effectiveness and results. You'll know when the training is working when a customer gives you a need and you calmly have a conversation where you present a benefit of your product and show how a feature will deliver it.

Now for the final link in the chain: Closing and Gaining Agreement, checking understanding, or a trial close...

One Last Link in the Chain

You now know the first 3 links in the Need to Close Chain, so let's look at the final link.

As a professional sales person, that wants to invest in their own learning, you're probably aware that you should be gaining agreement and checking understanding throughout the sales process, and where appropriate using a trial close to test for objections from the prospect without losing the sale.

Each time you present a benefit to a prospect, at the end of a section of your presentation of your sales proposal and when answering a question or objection, it may be appropriate to add a line that asks for something back. What that line is, and the level of commitment or agreement you want back from the buyer, is dependent on what you sell and the situation in which you conduct your sales.

A retail sales person might use a sentence to tell a customer the benefits and related features of a pair of jeans and how well they meet the buyer's needs, and then follow that with a brief line that attempts to close the sale, such as: Shall I put those in a bag for you?

But a sales person selling a long term multi-million dollar service contract would gain small amounts of agreement throughout a much longer selling process.

The last link in the Chain is a line that would be appropriate for you to use in your sales situation after presenting a feature and benefit that meets just one of the prospect's needs. So you need to decide on what lines are appropriate for your types of sales.

Would you go directly for full agreement and close the sale, like the retail sales person, or would you formally check the buyer's understanding and gain a little agreement, like the service contract seller.

Do you normally use a trial close that questions the readiness of the prospect to buy, or is your selling process much longer and you gain some agreement at many stages throughout.

In general, the shorter the sales processes and the lower the price the more direct agreement gaining, even a direct full close, can be sought in the line that follows the presentation of a feature and benefit.

Here are some examples that start at full closing questions and move along a range to just checking a prospect's understanding:

Shall I start the paperwork, will there be anything else, when would you like it delivered, is that what you were looking for, does that meet all your needs, does that sound okay, does that answer your question, can you see how that would work, does that make sense, what do you think.

Now take a few moments to decide on a couple of lines that you can use as the last link in the chain. Don't spend too long on this, remember it's only an exercise for training not a script that you will use.

Add the Last Link to Your Chain

Go through steps 1 to 3 again:

Step No 1.

Pick something the buyer wants, needs, or desires.

Step No 2

Present the feature and the benefit that meet that requirement.

Connect the benefit to the customer's needs.

Step No 3

Connect the feature to the benefit and explain how the benefit is delivered by the feature.

Now add the last link, Step No 4.

Now add a closing, or agreement gaining, line that's appropriate for what you sell and your selling process.

As discussed above, it's important to use a line at the right level on the scale of hard close to small agreement gain. You can use as many different lines as you want in this step and vary them to select the most appropriate one for each feature and benefit.

You want to build up the connections between all the links so they become part of your sales knowledge. Keep repeating the Need to Close Chains exercise from step 1 through to step 4 to secure those connecting links in your mind. Start slowly and then speed it up, keep trying new possible needs that your customers could have as your starting point, and look for new features you haven't used before to deliver the benefits.

Make the Need to Close Chains part of your daily routine, a morning ritual, and a preparation action before each sales appointment.

Now you've learnt the Need to Close Chains Training Technique let's look at how to use it to changes your mental motivational state...

Changing Your Motivational State

One of the benefits of Need to close Chains is the ability to move quickly into a selling state. A mental frame of mind where you can quickly access your knowledge, skills, and experience related to selling. This next section shows you a way to use the Chains to get into that mental state and explains the long and short term benefits.

There are two internal mental effects of this training technique. The first is a short term effect that occurs straight after you have done the exercise several times in succession.

Short Term Benefits of Need to Close Chains

Think of this as similar to a warm up before a sporting event, activity, or a game. You stretch your muscles and warm them up and recall to your body and mind the task you are about to complete.

A few practice shots or throws, a run through of what you will be doing both physically and mentally. It gets you prepared, prevents injury, and puts you in your best state of mind to use all your skills and resources for the event ahead. Would you get out of bed in a morning and go straight to an important game or event and expect to play at your best level? I doubt it, and yet many sales people do exactly that, they grab a quick breakfast and go straight to a meeting with a prospect that could have an impact on their future income without any real warm up.

The result I often see when coaching sellers in the field is that they only start to give their best performance part way through the meeting. Sometimes that's too late and the sale is lost, or when judged against other bidders for the sale they've lost important points early on.

Worse is when a seller comes out of a meeting and has all the answers and knows all the things they should have said and done while in front of the buyer. It's as if the meeting was the warm up that got them into the right mental state to use their resources.

This happens because you can't possibly focus on all the external information that comes in through your senses all the time, and you can't hold all your internal stored information in your conscious thoughts all the time. You have to tell your mind what you want to focus on just before you need it.

By going through the Need to Close Chain steps you will bring your experience and skills into your conscious awareness. You are telling your mind that this is what I'm going to need and it will focus on related information.

The short term effect is a focus on your sales resources and the ability to give your meetings with prospects your very best shot right from the start. That gives you the best chance possible of closing the sale.

How to Move Into the Best Mental State to Close Sales

When you go through the Need to Close Chains before meeting a buyer you're doing your warm up, taking your practice shots, and bringing your sales skills into conscious focus as you move into a positive resourceful state of mind.

Take a few minutes before your sales meetings and go through the connecting steps we discussed earlier. As you go through the steps and start to link needs to features to benefits, and add your agreement gaining lines, you will start to focus on the connections and dismiss other thoughts.

Start off slowly and gradually increase the speed. You should get to a point where this is almost quick fire with each step quickly following the last and little time needed for thinking through your answers in between. This time spent on preparation is an investment in yourself.

Use whatever information you have about the prospect you are meeting and consider what needs they may have and include them in your Need to Close Chain preparation exercise.

If you do get stuck on connecting a feature or a benefit to a possible customer need while going through this exercise make a note of it and look for an answer later. Using the Need to Close Chains as a preparation exercise is not the time to add new information to your accumulated skills, it's a time to bring existing experience and knowledge to the fore ready for easy access.

I don't recommend doing this mental exercise while driving, as your thoughts focus on the connections you will become less aware of your surroundings.

Long Term Benefits of Need to Close Chains

When you use the Need to Close Chains regularly over a period of time you are also installing new mental pathways by letting your subconscious know you want to see these connections. Just like in our metaphor of wearing a footpath across a field, you will soon be able to increase the speed and ease with which you access your best mental state for selling faster because you have done it many times and made new, and stronger, neural connections.

The long term effects of using the Chains to prepare for meetings are:

- Fast access to a selling state of mind.
- Quickly connect needs, features, and benefits.
- Present to customers in a calm, relaxed, and confident manner.
- Overcome more objections because you know more features and benefits to use in your response.
- You will close more sales.

Use the Chains technique to change your state whenever you need to access your sales skills and experience. Like all of our training, the more you invest in it the more effective it becomes.

On the next page we look at a way to test the effectiveness of the Chains technique on yourself, or your sales teams...

Test the Chains Technique

Test the Effectiveness of the Technique on Yourself

Now you know the technique and how to use it you can test how effectively it works for you. Do the first part of this test before you start regularly using the Need to Close Chains.

Write or type a list of needs your customers could have, if you can come up with at least 20. When you have the list add a feature and benefit next to each need and time how long it takes you to add them for the entire list. Make a note of the time.

Also check how appropriate the features and benefits are that you have selected, do they deliver the benefits that meet the needs. Don't change any of your answers but score them based on their effectiveness.

- 1= A poor choice, doesn't rally meet the buyer's need. Too general or only loosely connected to the needs.
- 2= A reasonable choice but now you've thought about it there are better answers.
- 3= A perfect fit. The need is met by the feature and the benefit.

Add up the scores and make a note of the total score then put the list away somewhere safe and don't look at it for a week.

Every day for a week use the Need to Close Chain technique at least twice a day. At the end of the week come back to your list and do the same test again with either the same customer needs, or a new list. Check your new time and score against the ones you first achieved and the difference will give you an indication of how effective the technique has been in just the first week.

Test the Effectiveness of the Technique on Your Team

I start sales meetings and training sessions with a round of Chains.

Get one person to suggest a customer need, the person next to them selects an appropriate benefit, the next explains how the feature will deliver the benefit, and the next adds a suitable closing or agreement gaining line.

Each time you do the exercise you will see some improvement, an increase in speed, and a selection of better features and benefits.

Combine Need to Close Chains with Other Sales Training

Need to Close Chains is a sales training technique that builds knowledge about the products and services that you sell, and gives you the ability to make important connections linking what the buyer wants and what, and how, your sales proposal can meet those requirements.

What the Need to Close Chains doesn't give you is the actual words to use when meeting, or contacting, buyers. The Chains training doesn't give you a script or write the lines of your sales pitch for you.

To train sales teams on how to create a pitch for a sales meeting, or to make sales appointment calls to arrange meetings, I use two training courses that I have created and developed over a number of years and that have been proven to work by professional sellers, like you, in many different industries:

Making Sales Appointment by Telephone



When you invest in yourself by combining the Need to Close Chains with this proven Sales Appointments course you can create a really effective personalised call script that uses features and benefits as a reason why the prospect should meet with you.

The call script you create is personalised as it uses your words and phrases.

It's specific to what you sell and targeted at your prospects.

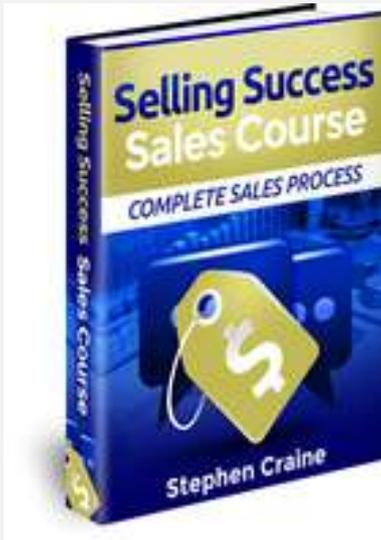
And, it works really well on cold calls and getting past gatekeepers.

I've used this for years and it has always given my teams a constant flow of sales appointments.

To see more information on Making Sales Appointments by Telephone go to:

<http://www.provensalestraining.com/sales-appointments.html>

Selling Success Sales Training Course



Selling Success takes you step by step through a sales process, from the Introduction stage through sales Questioning, the Presentation, Closing the sale, and handling Objections.

When you use the links you have created with the Need to Close Chains the sales presentation stage has a massive impact on the buyer because you have targeted their needs, and you've used strongly connected features and benefits in your sales proposal.

Take your career development seriously and invest in increasing your skills with a course that's used by professional sellers across the world.

See what the Selling success course can do for you at:

<http://www.provensalestraining.com/sales-training-course.html>

A Special Discounted Offer Package That Saves You 30%

For sales people that are serious about their career, earning money, or growing their business, we've put together a specially discounts package of all 4 of our Professional Sales Training Courses saving you 30%.



The 4 courses are the complete package covering everything you will ever need to know to be successful in sales, and to train others to be successful.

The 4 Sales Training Courses are:

- Making Sales Appointment by Telephone
- Selling Success Sales Training Course
- How to Close a Sale
- Overcoming Sales Objections

And 30% discount off the usual price.

See more information on this complete package at:

<http://www.provensalestraining.com/sales-training-courses.html>