

PROFESSIONAL SELLING SKILLS®



Customer sophistication ... fierce competition ...
commoditization ... price obsession ...
complex sales cycles ... globalization ...
changes in buying behaviors

Even in the face of these challenges, new sales
opportunities are pursued and won.

To capitalize on these possibilities, a salesperson must have superior selling skills – skills that build customer trust and differentiate you from your competitors. Professional Selling Skills® can help you develop these skills.

The Professional Selling Skills® program teaches selling and key interaction skills that enable you to lead mutually beneficial sales conversations with your customers – even with those who are indifferent or express concerns.

This is a "hands-on" workshop. Participants will take part in individual exercises, group and team exercises, and skills practice sessions. Participants will complete the workshop with the necessary skills to begin selling immediately.



FACILITATOR

Ned Harper has a proven track record of success in sales and training.

Ned developed In-Home Medical from a one-man start-up operation into an 85-employee, seven-location regional marketplace leader with 45% market share and annual revenues of \$5.5 million. Using his passion for sales and training, Ned has helped other companies develop marketing initiatives and sales strategies resulting in dramatic increases in revenues, margin and market share.

NOVEMBER 8, 9 & 10, 2011
8 a.m. - 5 p.m.

Daytona State College
Daytona Beach Campus
Conference Center (Bldg. 640)
1200 W. Int'l. Speedway Blvd.
Daytona Beach

Audience: New or experienced sales professionals,
sales managers, and marketing and support staffs

Length: 3 days • **Class Size:** 12 participants • **Price:** \$1,495

To register or for more information: (386) 506-4224

Email: parkerj@DaytonaState.edu

www.DaytonaState.edu

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