

# **ACTION SELLING™** **WORKSHOPS**



## CERTIFICATION BENEFITS

- ✓ Always Sell on Your Strengths and Unique Values
- ✓ Use a Best “Call Plan” Prior on Every Customer Contact
- ✓ Achieve Sales Success Using a Clearly-Define Consultative Sales Process
- ✓ Consistently Gain Commitment from Prospects and Clients
- ✓ Sell More Meetings and “Ratchet up” Your Productivity

## What Is Action Selling?

Action Selling is a complete sales process used to differentiate you, your company, and your products and/or services from the competition. Salespeople who certify in Action Selling increase sales 6X and regularly make more money.

### Action Selling:

- Utilizes an effective research-based system of learning and in-the-field application that integrates smoothly into a variety of sales environments.
- Is uniquely designed to be in complete alignment with the BUYER’s natural decision-making process.
- Identifies 5 Critical Selling Skills that are taught, practiced, reinforced and measured.
- Produces significant sales results and enacts a career-long positive change in selling style.



**“My future sales career will change dramatically because of this program. I guarantee it.”**

Geoff Bosse  
Dakota Supply Group

## On-site Workshops

Action Selling offers 2-day onsite workshops tailored to your company’s business and selling needs. These instructor-led workshops utilize workbooks, videos, group exercises, and role-plays to ensure Action Selling principles connect with your team. You’ll take away a clear understanding of the Action Selling sales process that ensures success in competitive selling situations.

## Open Workshops

For individuals and small teams – Action Selling offers monthly 2-day “open” workshops in Minneapolis, MN. These instructor-led workshops utilize the same workbooks, videos, group exercises, and role-plays as the Onsite Workshops, but target “general” business and selling needs. Open Workshops also provide an effective way for managers and trainers to evaluate Action Selling for their teams. You’ll take away an understanding of the Action Selling sales process and how to use it to leverage sales efficiency and accelerate sales growth.

*See the reverse side for dates and times of upcoming Open Workshops.*

## REGISTER TODAY

For More Information or to Register for Training call:  
**(800) 232-3485**  
[www.actionselling.com](http://www.actionselling.com)

## Course Format

Action Selling Workshops are facilitated by professional Action Selling trainers. Training materials are designed to leverage adult student learning, to maximize student interaction, and to ensure trainers help students apply Action Selling concepts to their business and selling needs.

Before training begins – Students will complete a Benchmark Assessment, read the Action Selling book, and complete a short introductory eLearning course.

Workshops cover eleven Action Selling modules – where each module explores and reinforces the relationship between every customer’s 5 buying decisions and the 9 Acts of the Action Selling sales process.

After the workshop – Students will complete a 3 to 6-month Skill Drill program that reinforces Action Selling in their daily sales activities followed by a Skills Assessment that “takes the pulse” of the Student’s pre-certification knowledge and application.

## Who Should Attend?

Action Selling Certification Workshops are designed to instruct sales professionals on how to implement the Action Selling Process into their sales cycle. Ideal candidates include:

- Experienced sales professionals looking to sharpen their skills and expand their success
- New sales people wanting to learn how to build long-term relationships and sell effectively
- Smaller sales teams with one to nine members
- The sales pro who wants to better manage the sales process and shorten the sales cycle
- Sales managers who coach salespeople with a variety of skill levels

## Action Selling Training Continues After the Workshop



### UPCOMING WORKSHOP DATES

Jan 9 - 10, 2018

Feb. 6 - 7, 2018

March 6 - 7, 2018

April 3 - 4, 2018

May 1 - 2, 2018

June 5 - 6, 2018

July 10 - 11, 2018

August 7 - 8, 2018

September 11 - 12, 2018

October 2 - 3, 2018

November 6 - 7, 2018

December 4 - 5, 2018

Unless otherwise noted, all workshops are presented in a two-day format:

Day #1: 8am - 5pm

Day #2: 8am - 4pm

For more information or to register call us at:

**(800-232-3485)**

[www.actionselling.com](http://www.actionselling.com)

## Action Selling Workshops

You have the creativity and work ethic...now add the process. Commit to the Action Selling sales process and you and/or your team will have an effective and time-tested process for gaining commitment and making more sales.

### Workshop Content

#### INTRODUCTION:

Overview of the Action Selling Process includes: the 5 Buying Decisions, the 9 Acts of the Sale and how they are related. Trainer will utilize videos, workbooks and role plays throughout the course.

#### PLANNING TO WIN:

Learn to avoid the most frequent mistakes in Selling-making a call without a commitment Objective.

#### SELLING THE SALESPERSON:

Help your customer make the first buying Decision – you. Learn to leverage you people Skills, how to ask the best questions, and agreeing on your customer’s needs.

#### SELLING THE COMPANY:

The second buying decision – your company. Learn to use your company’s story and/or positive statements.

#### SELLING THE PRODUCT:

The third buying decision-your product or service. Learn about classic product presentation errors, and How to use Action Selling TFBR’s to present your solution.

#### ASKING FOR COMMITMENT:

How to ask for commitment, recognizing buying signals, having a strategy to handle stalls and objections.

#### CONFIRMING THE SALE:

Remove customer FUD (Fear, Uncertainty, Doubt) to avoid deal cancellations and buyer’s remorse.

#### REPLAYING THE CALL:

Learn how to “improve your game” from successes and Mistakes.

#### BEST SALES PRACTICES:

Develop your sales cycle Milestones and Commitment Objectives – and begin to leverage the Best Questions Map.