



SUPER STAR[®] - SELLING

AMAZING PEOPLE



Course overview

SUPER STAR[®] SELLING is based on the concept that: It's not enough to sell by simply claiming that your product can solve your client's problems. Today's customers are too sophisticated to put up with slick presentations that showcase plausible answers. They want to hear and feel that their sales consultant really understands their business struggles on a daily basis!

Key Benefits

- Proven models for improving sales performance, and territory management.
- Practical models to effectively uncover and identify the customer's needs and the driving force behind the purchase.
- Practical hands on learning through case study, real play, role-play and workplace application projects.
- Post workshop action assignment that has immediate impact in the market place to increase the sales tools implementation and begin the behaviour change process.

Who should attend?

Sales people, account managers, consultants and sales management.

Duration and estimated workload

2 X 1/2 day face-to-face training.

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Pre workshop diagnostic and development work.

Post workshop application project.

Clients who have successfully employed SUPER STAR[®] Sales

St George

Bullivants



“The practical exercises and group activities were effective in reinforcing messages and theories presented. There was opportunity for all delegates to present ideas (supportive and conflicting) and each was treated with respect and individually addressed. Selling using questions provided a new technique for most delegates that will provide great benefit.”

*David Alldis,
Business
Development
Manager,
St George
Feb 2003*

What our client's say about the Super Star © Sales Program

Thought you might like to hear a good news story you had a hand in.....

Sales to Budget + 71%

GM to Budget + 53 %

And a couple of days trading to put through ! I am one happy camper.....

Jon McQuade, Regional Manager, Bullivants Lifting & Safety Specialists

Amazing People

Do you rely on your people to achieve your business results?

Amazing People specialise in the design and delivery of training programs that result in positive, sustained changes to workplace behaviour.

For learning to be transferred to the workplace it must engage and inspire participants and they must have the opportunity to practice the learning to ensure it is recalled and applied in the workplace.

Amazing People includes experiential learning, expert facilitators, workplace application projects and one to one coaching with participants to ensure the results you want from training are achieved and your training investment is worthwhile.

Contact Amazing People and one of our learning development consultants will discuss how we can work with your organization to unlock the latent “Amazing” talent in your teams and achieve the business results your organization requires.