



Increased Sales & Customer Connection

Sales and Marketing for Sales and Non-Sales Professionals

Whether you are experienced in sales or a professional who wants to develop sales & marketing skills, this interactive program is designed for you. You will discover the magic of connecting to the needs of the customer for increased results. This isn't theory. Use **down-to-earth, hands on tools** to immediately connect with your customers and move them to take action. In addition, you will maximize sales with unused resources as well as those within the customer's organization.

A Few Benefits:

- ❖ You will sell more with less effort - Rediscover the power of sales and marketing basics
- ❖ Learn how to create a sense of urgency that will get the customer to act
- ❖ Improve your client relationship with consultative selling skills and techniques
- ❖ How to develop your brand for messaging and more effective sales
- ❖ Use proven tools to get maximum sales for your time and efforts - going after the "low hanging fruit"
- ❖ Discover untapped resources in your company, your customer and your environment that will bring immediate increases in your sales
- ❖ Develop strategies and a GamePlan that uses your strengths and your competitions weaknesses

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"We have been in direct marketing for 58 years and learned more . . . than I care to admit. We will now change all of our marketing materials to utilize what we learned. . . "

Precision Printing, Brecksville, Ohio

"We now have a comprehensive sales and marketing strategy based on the outcomes from your session."

Solutions etc..., Lima, Ohio

Module 1 - The Customer and the Buying Experience

- The role of sales
- The customer experience model
- Discovering sales motivators
- Leveraging strengths (and weaknesses)

Module 2 - Branding - The 3 E's

- Branding to make sells easier
- Making your Brand stand out

Module 3 - Selling Value versus Price

- Driving sales with customers needs and emotions
- Primary Sales Message
- Building professional marketing tools

Module 4 - Customer Service - Lemons to Lemonade

- Feedback model for quality service (Kaizen)
- Brainstorming
- Implementing solutions

Module 5 - Hugging the Elephant

- Using the customer power base
- Methods to find and sell to decision makers
- How to get sales synergy with your internal organization

Module 6 - Sales Tips, Tricks & Traps

- The Napkin sales call planner - overcoming objections
- Time management tools
- GamePlan for maximum ROI
- 15 Steps to prospecting without cold calling
- Using ALL the tools - tips for eMail, eZines, voice mail