

The Death of a Salesman

By
Dave Ramsey

Short Description of the Presentation:

Selling is the highest paid profession with the most advancement potential. However, the sales process has changed over the years. Today the art of selling is (or should be) based in serving. Dave Ramsey is going to walk you through the four step process of selling as a servant leader with words of wisdom along with a bit of humor.

The Four Step Sales Process:

1. **Qualification** (do not assume)
 - Does the customer have time engage in the process?
 - Does the customer have the money to buy?
 - Does the customer have the power to make the final decision?
2. **Building Relationships**
 - Finding common ground
 - Gaining access through networking and/or referrals
 - Understanding your potential client BEFORE you talk
3. **Educate**
 - Believe in product or service you are going to sell (Can't sell what you don't believe in)
 - Know your competition
 - Understand how your product or service is the answer to their problem
 - Present benefits not features.
4. **Closing of the sale**
 - Tribal marketing
 - Best advertising is your customers telling others (referrals)
 - If you are feeling resistance don't push
 - Sample closings
 - The value of silence