



Interview with Steve Howard, One of the Industries Top Sales Trainers

by
Steve Howard/Tom Grandy

Short Description of the Presentation:

We all have a lot to learn when it comes to sales. Part of that learning curve is listening to people who have spent a lifetime doing what they do. This presentation is an interview with Steve Howard, one of the top sales trainers in the trades industry. Steve shares lots of nuggets that can increase any companies' sales.

The Most Important Thing You Have Learned About Business

- Must have sales

Wheel of Value

- You
- Your company
- Peace of mind
- Customer's idea solution

No Pressure Selling

- Three tools
 - Comfort Concerns List
 - Wheel of Value (How company is different)
 - Estimated Out of Pocket

Second Most Important Thing You Have Learned About Business

- Hire the best people
- It cost LESS to hire the best people

Third Most Important Thing You Have Learned About Business

- Create a team of trusted advisors
- Join a mixed group