

PROFESSIONAL SELLING SYSTEM

OPTICAL SALES PRO®

2 FULL DAYS



TRANSFORM SALES GOALS INTO REALITIES WITH THE POWERFUL WORLD CLASS OPTICAL SALES TRAINING SYSTEM—OPTICAL SALES PRO®

The selling world today dictates ever more speed in the creation of a conversion to cash cycle in the distribution of the products and services that companies sell.

Ever more change. Ever more risk. Ever more stress. In a selling world of nonstop acceleration, a world that veers ever more closely to chaos, prospects are searching for ways in which to maintain or in some cases regain control.

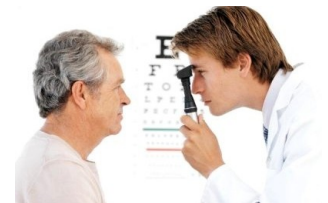
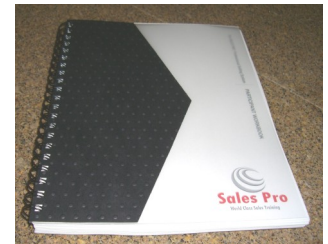
The relationship that we have with clients is no longer one of pushing for the sale. We must remember that our goal is to develop and maintain long-term relationships, closing the gap post sales calls.

While the deal today is crucial, **Optical Sales Pros** must be considerate of the next offer, next opportunity, and the resulting, recommendation letter and the referral they receive. The words of the client explain their needs or their challenges. These are essential for future product and service development. Sales, marketing, and product development professionals must understand the client *"Stop Selling and Start Helping . When you sell you do something to people and when you help you do something for people!"* recited Alan Cimberg many years ago. The axiom remains just as relevant today. A challenge for the sales association today is to be of as much assistance after the sale as before the sale. This includes the lost sale selling that needs commitment to learn how to work with the organization in the future.

OPTICAL SALES PRO®

From prospecting to the follow up of your sale, this program with help you learn to:

- Create lasting synergistic partnerships with your clients.
- Evaluate and determine specific purchasing criteria.
- Match benefits to needs where you have first helped the client discover desire.
- Handle customer objections and concerns with masterful skill.
- Develop logical, easy, and natural next steps for you and the customer.
- Achieve optimum performance and consistent results.
- Increase the shareholder value for your client and your company.
- Learn follow up and contact management techniques.



Optical Sales Pro® delivered as a 2-day classroom program, salespeople develop the face-to-face selling skills needed to promote an open exchange of information and reach mutually beneficial sales agreements.

OPTICAL SALES PRO® WORLD CLASS SALES TRAINING

Optical Sales Pro® Guarantee

As A OPTICAL SALES PRO® Graduate, You Will Have the Ability to Repeat SALES PRO® at No Additional Fee:

You are free to attend any future SALES PRO® public session held by C4OE in part or full without additional fees as many times as you wish on a space available basis. You must bring your SALES PRO® materials from the prior class or purchase new materials. *In the case of a book version update, you may be required to purchase a new book.*

If A OPTICAL SALES PRO® Graduate Leaves Your Company Within 1-Year of Completing SALES PRO®:

Your company will have the ability to enroll a "replacement salesperson" in any public session SALES PRO® held by C4OE on a space available basis with no additional fees, other than a new SALES PRO® book and materials.

Should You Leave Your Present Company, As A OPTICAL SALES PRO® Graduate:

You are free to attend any future SALES PRO® public session held by C4OE in part or full without additional fees on a space available basis. You must have your new employer's HR department sign off on your attendance. You must bring your SALES PRO® materials from the prior class or purchase new materials. *In the case of a book version update, you may be required to purchase a new book.* Our clients tell us that education attracts excellent employees and having this guarantee in place helps assure education plays a part. Please do not forget to let your new employer know about this valuable training benefit that you enjoy.



Our Optical SALES PRO® Professional Selling System offers:

- your salespeople the reinforcement and support critical to increasing skill use and on-the-job effectiveness
- your organization a reliable method for evaluating and continuously improving your training efforts

With **Dental SALES PRO®** your salespeople will succeed by helping your customers succeed. They'll acquire the skills and competencies that will set them—and your organization—apart from the competition.

Discover how to close more sales, influence decisions and exceed customers' needs!



The Optical Sales Pro® Professional Selling System

Will equip you to conduct a sales call in a way that leads to:

- ◆ Mutually beneficial decisions with customers
- ◆ Long-term customer relationships



"Jim's enthusiasm and professionalism helped develop my professional sales skills beyond their "plateau"--reached after 15 years of sales." Tim Parkinson

I was lucky enough to be one of Jim's students. His knowledge and ability to assimilate it far exceeds expectations. The content of the sales training taught is based on relationship building and is truly the essence of what sales should really be about. Jim can articulate that and is a living example of his teachings." Caroline Perrone Darcy

Customized In-House Training is Available



3630 Sabal Springs Blvd., North Fort Myers, Florida 33917 Jim@c4oe.com Joanne@c4oe.com
239-599-8408 www.energyseekers.com www.professionalsellingsystem.com www.createsalesleaders.com