

# Sales Strategy Training

## Successful Sales Path & Beyond the Basics of Successful Selling

Technology Association of Georgia is excited to partner with Kennesaw State University's Center for Professional Selling on 2 training classes designed for new and experienced sales professionals. **These beginner and intermediate training programs have run on TAG's training calendar for 2 years and are now available to be brought on-site to our member companies.**

### ABOUT THE COLES COLLEGE OF BUSINESS CENTER FOR PROFESSIONAL SELLING (CPS)

The Coles College of Business Center for Professional Selling (CPS) is a non-profit division of Kennesaw State University within the Coles College of Business. The mission of the Center is to positively impact and enhance the practice and professionalism of selling and sales management by educating and preparing future sales professionals, forging university/business community partnerships to strengthen the skills of salespeople and sales executives, and engaging in and disseminating research aligned with selling and sales management topics.

### PROGRAM OPPORTUNITIES

TAG hosts each sales class twice annually at its 75th Street NW office. Class fees are \$295 for premier members, \$345 for members, and \$395 for non-members. Companies wishing to send 3 or more attendees to each session are eligible for group rates.

Both sessions of Sales Strategy Training are available to be brought into a company. The cost per session is \$3000 for 15 people and \$175 for each additional person.



“ I am an entrepreneur with an education in accounting and absolutely no sales experience. I've read several books and attended a few 'sales' seminars always looking for, but never having, that 'ah ha' moment. I attended "A Successful Sales Path" and this seminar was EXACTLY what I have been waiting for. Dr. Selden provided an overall template that had guidelines and rules to follow. By providing executable steps, I finally had the 'take-away' I needed to finally feel comfortable selling. The instructor also approached the session in an interactive manner (non-intimidating) and I learned quite a bit from the other participants. Great seminar; I would highly recommend it and look forward to other classes in the series.”

- Allison G. Halron, Chief Executive Officer, Paradigm Business Solutions

# Sales Strategy Training

WITH KENNESAW STATE UNIVERSITY'S CENTER FOR PROFESSIONAL SELLING

## Successful Sales Path & Beyond the Basics of Successful Selling

### SUCCESSFUL SALES PATH

#### ABOUT

As this overview module will show, sales are the lifeblood for any business. Everyone in the organization should be a good salesperson. However many of us are not successful at it, and many more just don't like it. Why? Perhaps it is a misunderstanding of what the process really should be. The Art of Selling is all about satisfying needs, and with that comes the responsibility of understanding your customer's needs. This session will focus on the sales process and how to make it work more effectively in your business. How can you build relationships, increase sales, and feel good about it. This workshop is for those new to selling, wanting to re-enter the sales force, non-salespeople who need to understand the process, or experienced salespeople looking to brush up on the basics.

#### ATTENDEES WILL

- Understand the importance of and how to build relations with their prospects
- Learn a sales process and communications style to more effectively build relationships
- Learn how to identify and satisfy their customers needs
- Learn to handle objections
- Learn how to improve their closing ratio
- Feel better about their own personal selling

#### WHO SHOULD TAKE THIS CLASS

Professionals with a little, or no, exposure to sales and lack the basic selling skills to be able to build their business. If you are new to or uncomfortable with the sales function, you should take the Basic Selling class.

### BEYOND THE BASICS OF SUCCESSFUL SELLING: MENTAL AND PRACTICAL APPROACH TO REALIZING SALES SUCCESS

#### ABOUT

Highly successful salespeople perceive themselves in a fundamentally different way from those who are mediocre or average. Great salespeople understand both the "Art" and the "Science" of selling and understand that they must "live life – on purpose" and that being highly successful requires a strategic approach to selling as well as to their career. Highly successful salespeople approach sales "on purpose." This session will focus on the strategic components of successfully developing relationships, developing and managing larger accounts, and increasing the profitability of new and current accounts.

#### WHO SHOULD TAKE THIS CLASS

Professionals who have experience selling and the desire to take it to the next level. If you sell regularly, or feel comfortable with the function and want to improve your skills, you should take the Advance Selling class. This class is also appropriate for those who have taken the Basic Selling class.

#### ATTENDEES WILL

- Learn the buying process of their customers and how to effectively move them through the process
- Learn how to set more effective goals and develop strategic tactical plans to reach those goals
- Learn how to develop account plans for current prospects and customers
- Learn how to more effectively gain and keep the attention of current prospects and customers
- Learn how to more effectively close and negotiate



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