



# Effective Selling Strategies®

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# EFFECTIVE SELLING STRATEGIES

*Improve sales training with skills and attitude*

*FOREWORD: How to Use Effective Selling Strategies*

Professional Selling as a Career  
How to Use This Program for Maximum Results  
Program Methods  
Attitudes  
Group Participation

Conferences  
Short-Term Goals  
Time  
Accountability  
Tracking Your Progress

## *ONE: Defining Your Target Market*

The Power of Target Marketing  
Choosing Your Target Market  
Determining the Needs of Your Target Market  
Approaching Your Target Market Through Relationships  
Prospecting Attitudes and Activities  
Profile of a Class "A" Prospect  
Methods of Prospecting  
Obstacles to Professional Referral Prospecting  
The Referral Prospecting Process  
How Value Added Service Fits In

## *FOUR: Discovering Prime Buying Motives*

What Prospects Want and Why  
Know Yourself  
Know Your Prospects  
The Power of Probing  
Asking Probing Questions  
Listening Pays Off

## *TWO: Approaches that Sell*

What Is the Approach?  
Pre-Approach Communication  
The Telephone Approach  
Systematic Telephone Approach  
Other Approaches

## *FIVE: How to Close Sales*

Closing Principles  
Recognizing Buying Signals  
Selecting the Right Closing  
Steps to Mastering Closing Techniques  
Don't Buy Back Your Sale!  
Don't Leave Business on the Table!  
Asking for Referrals  
Becoming a Closing Expert

## *THREE: The Sales Interview*

What is a Sales Interview?  
Why Have a Planned Interview Process?  
Learning the Interview Process  
The Nine-Step Interview Process  
Preparation for the Interview  
Focusing on the Prospect's Self-Interest  
Ensuring Favorable Conditions  
Adding Interest to the Interview

## *SIX: Overcoming Stalls and Objections*

Handling Stalls  
Objections as Buying Signals  
Handling Objections  
Countering Objections  
Handling the Price Objection  
Disagree Without Being Disagreeable

# DAILY WORK ORGANIZER

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## ***INTRODUCTION:***

**Why a Daily Organizer?  
Developing Your Plan for Success  
Managing by Priorities  
Forming Good Work Habits**

## ***FOUR: Achieving Sales Goals***

**Sales Goals Tracking Sheet  
Weekly Goal Tracking Sheet  
Record of Sales**

## ***ONE: Goal Setting for Sales Success***

**Reinforcement Through Affirmation  
Putting Goal Planning Into Practice**

## ***FIVE: Reporting Your Activity***

**Record of My Activities Report (ROMAR)  
Monthly Activity Recap**

## ***TWO: Income Needs and Goals***

**Personal Income Required to Achieve My Goals  
My Business Expense Requirements  
Summary of Income Needs and Goals  
Specific Action Plan for Sales Activity**

## ***SIX: Plans for Career Development***

**Career Development and Training Plan  
Goals for Incentives and Awards**

## ***THREE: Plans for Sales Success***

**Success Essentials Checklist  
Monthly Work Plan  
Weekly Work Plan**

## ***Accomplishments***