

Security Sales Success

November 2024

“It isn’t the mountain ahead to climb that wears you out; it is the pebble in your shoe.”

—Muhammad Ali



You know there is no such thing as a born salesperson. Success in sales requires learning the necessary skills. One of my passions is teaching people how to sell, and it gives me immense satisfaction to help others make more money, live better lives and feel proud of themselves. I want people to understand the words to say, how to present themselves and the preparation it takes to become and remain successful.

I would like to take a few moments to share my sales skills training curriculum. I offer classes in half-day, full-day and week-long formats, making it easier for you to increase your income and find happiness in your profession.

Here are the nine steps to successful selling:

1. **Prospecting** – To be a true professional in sales, you must excel at prospecting. No matter how well you present, close or handle objections, you can’t succeed without finding your next sales opportunity. Learn the skills necessary to become a better prospector, boosting your confidence as a long-term sales professional.
2. **Approach** – Once you’ve identified a prospect, the next step is crucial. Establish yourself as someone worth talking to and present something of value. Then, set the appointment!
3. **Upselling** – We all want to work smarter, not harder. By maximizing your prospecting and selling time, you can create a more effective system. Imagine learning to generate leads and sales through value, exceptional customer service, integrity and professionalism while building a prospecting cycle that enhances your effectiveness and efficiency.
4. **Needs Analysis** – Understanding motivation is key to everything we do and buy. I will teach you a questioning system to uncover your prospect’s true emotional buying motives, which you can use to close the sale.
5. **Value Selling** – Now that you know the prospect’s motive, how do you present the solution in a way that they cannot refuse? Simple—by using value statements. Learn how to craft a value proposition that is so compelling they cannot say no!
6. **Closing** – Did you know that 63% of all sales presentations do not include a direct attempt to close the sale? Many of us naturally fear closing. I will teach you how to overcome that fear.
7. **Handling Objections** – Many sales reps view objections as obstacles and try to avoid them. I want you to learn to embrace objections and develop a system to convert them into sales!
8. **Time Management** – Time is one of the greatest equalizers; we all have 24 hours in a day. It’s essential to learn effective time management and goal-setting techniques to increase your productivity, income and happiness.
9. **Sales Presentation** – In a competitive marketplace, success requires more than just product knowledge. You must master the proper sales techniques, maintain a positive attitude, commit to prospecting, practice diligently and utilize your time effectively. A firm foundation is essential for becoming a successful sales professional.

If you choose to participate in my training classes, I assure you that you will gain skills that help you earn more and find greater satisfaction in your career. I look forward to seeing you in my classes.

Now Get Your Cookie!

- Jack