

# BELL ► CROSS SALES COACHING

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## **Add-on Sales Training Modules**

### D. Appointment Technique

1. Strategic Plan
2. The Appointment
  - One to One, One to Many
3. On-Site
4. Off- Site
  - Prospect Office, Prospect Home, Your Office
5. Progress Tracking

### E. Telephone Technique

1. Strategic Plan
2. Find fortune with the telephone
3. Putting modern technology to work
4. 15 ways to turn the telephone from enemy to friend
5. Progress Tracking

### F. Referral Prospecting Technique

1. Strategic Plan
2. Referrals and the 'Easy' sale
3. 5 techniques you have to know
4. Progress Tracking

### G. Goal Setting

1. What goal setting really is
2. Strategic plan
  - Wish check-list
  - Changes check-list
  - Closing ratios
  - Calculating your hourly worth
4. The 'Numbers Game'
5. How I can achieve what I want to achieve – Guaranteed
6. Progress Tracking

### H. Product Specific

This module is designed to cover specific product related sales training. The requirements and content are identified in the Consultation Phase and can include-

1. Product strength and weaknesses
2. Agreements, Contracts and Sales documentation
3. Perceived risk management
4. Value based selling
6. Pricing
7. Buyer profile