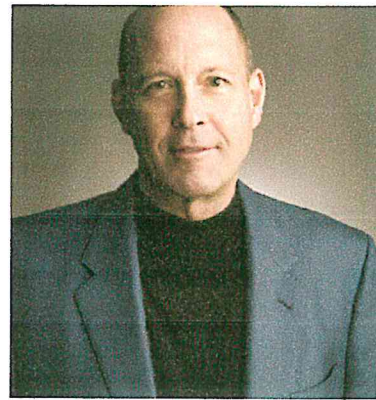


# *Sales Training Seminar*

## **Chris Lytle** **Instant Sales Training**



- **Building Relationships Your Competitors Can't Steal**

Chris Lytle's promise is a bold one: His sessions contain more usable information per minute than any sales seminar you've ever attended. He's noted for cramming his presentations with immediately applicable information. This is a superb opportunity to differentiate your salespeople in a crowded marketplace. From the seminar...

- The missing metrics: 3 key measurements that every salesperson needs to track
- How the selling mindset has evolved and what that means to you
- How to determine the strength of your current business relationships
- Using "The Chart" as a roadmap to your next level of sales professionalism
- 3 powerful new ways to think about closing sales
- Embracing the three secrets of sales success
- Using these zero pressure closes to secure sales and strengthen business relationships
- Avoiding these 10 buyer dislikes to immediately differentiate yourself
- Performing "Sales Pipeline Angioplasty" to get stalled deals moving and dead deals out of your pipeline
- Using "The Magic Question" to quickly determine who are the true prospects and who are the information seekers
- How to answer the buyer's five unasked questions early in the meeting and instantly differentiate yourself from the competition
- Earning the trust and respect that are the basis of solid relationships
- Becoming less vulnerable to being commoditized and having business stolen on price.

- **Back to Basics and . . . Beyond! The New Fundamentals of Selling Broadcast Advertising**

At the end of this fast-paced, highly-detailed session, your sales team will have new skills and gain proven strategies for selling new business and upselling current advertisers. From the seminar...

- Understanding the local advertiser's dilemma
- Your success strategy: Doing it differently than your competitors.
- How to "talk advertising" instead of spewing rates, ratings and station information
- The critical importance of having and using repeatable sales process
- The BIG QUESTION to ask yourself before every meeting or presentation
- The Ice Storm Sale—Understanding the 5 elements of a wildly successful ad
- Everybody has an opinion about advertising: Why you need a formula
- Help your advertisers avoid the 3 biggest local advertising mistakes
- The Advertising Masters: 7 people who made a powerful contribution to advertising and why they are important to you today.
- Two quick needs analysis tools that help you find and solve real problems
- What to put on the first page of any written presentation and what to leave off

### **About the Presenter**

Chris Lytle is the best-selling author of *The Accidental Salesperson* and *The Accidental Sales Manager*. His books consistently earn 5-star review on Amazon. He has influenced broadcast salespeople and their managers on three continents with his practical, doable, revenue-generating strategies. His mission: *Making successful people even more successful*. His mantra: *Education without action is entertainment*. Expect a dozen or more immediately applicable ideas from his sessions.