

The Anatomy of a Sale



... NO Glasses Needed!

Drawing on information from United Professional Sales Association (UPSA) every sales cycle is composed of a buyer and a seller. The process is broken down into “9” phases. These phases include actions taken prior to, during, and after the sale to insure great customer service and repeat business. With a “3D” performance, we will demonstrate and discuss each of the phases and clarify their importance in the successful sales transaction.

- Witness real life sales situations
- Examine how a sale is really won or lost from the buyer’s vantage point
- Learn how to align yourself with your customer to increase sales and align future sales
- Receive valuable tools to enhance your sales professionalism
- Develop a language for sales transaction quality assurance

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