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## Practical Tips to Sell More and Make More

Live Webinar January 28, 2015 • 1:00 PM - 2:00 PM ET

Learn to be seen as a trusted advisor to all of your customers, gain their loyalty and win more sales.

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*“I enjoyed the speaker and appreciated the hands-on reference material. The use of specific examples made things very clear.” —Joan Varel*

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Learn. Implement. Succeed. **Call 866-352-9539 to register now!**

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## A Company with a Reputation for Success

We have more than 26 years and 1.4 million customers worth of experience providing continuing education. Our passion is providing you world-class training to help you succeed in business and as a professional.

Maximizing sales should be the goal of every salesperson and department. Whether you up-sell, cross sell or become the sole source for your customers, you can make yours "customers-for-life" when you apply practical skills to go beyond satisfaction to build trust, engender loyalty and garner allegiance over time. Learn ways to be seen and known, showcase your wisdom, share your expertise and sell from the position of trusted advisor, whether face to face or virtually.

**General Information:** Includes free downloadable manual with attendance. This live webinar may be recorded by Lorman Education. If you need special accommodations, please contact us two weeks in advance of the program. Lorman Education Services is not approved to offer self-study CPE credit for accountants; therefore, no CPE will be given for this program if ordered as a self-study package. ©2014 Lorman Education Services. All rights reserved.

**Cancellations:** Substitute registrants can be named at any time. A full refund, less a \$20 service charge, will be given if notification is given six or more business days in advance. Notification of less than six business days will result in a credit that can be applied to any Lorman products or services. If you do not cancel or attend, you are responsible for the entire payment.

### What Sets Our Live Webinars Apart:

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### Live Webinar Registration

Live Webinar ID: 395980

January 28, 2015

1:00 PM - 2:00 PM ET • Tuition: \$99

Call **866-352-9539** or

**[www.lorman.com/ID395980](http://www.lorman.com/ID395980)**.

Printable registration form available upon request.

Can't Attend? CD & Manual package available online.

## Agenda

### Networking 101: Build Relationships That Lead to Sales

- Why You? Elevator Pitch to Showcase Uniqueness/Edge
- Give to Get: Share Your Wisdom to Establish Your Credentials: Columns, White Papers and Industry Speaking
- Keep in Touch and Stay in Your Customers'/Prospects' Periphery
- E-Zines and Blogs
- LinkedIn, Listservs and Becoming a Trusted Advisor

### Cold Calling Tips and Scripts

- Bypassing Gatekeepers to Connect to Decision Makers
- Ad-Libbing From Scripts

- Don't Forget to Ask Questions and Listen!
- Needs and Wants

### Overcoming Objections

- Welcome Objections as Insights Into Concerns
- Anticipate Key Objections and Leverage Their Responses
- Remove Impediments Before Closing

### Sympatico: Developing Customers for Life

- Up-Sells and Cross Sells
- Growing With Your Customers
- Selling More Through Service
- Celebrating Your Customers' Successes

## Faculty

### Craig Harrison

- Founder and principal of [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com), a sales and service training organization
- Wrote, Stellar Service: Merging NOW with WOW to Win Customers for Life ([www.mergenowwithwow.com](http://www.mergenowwithwow.com))
- Dean, Speakers Academy of Northern California
- Past chairman, sales professional emphasis group of the National Speakers Association

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