

## Outline and Overview - Ann Barr 4-Week One-to-One eCourse

### WEEK ONE

Your road to success

What are the Success components?

Obstacles you can overcome

The importance of your level of commitment

The law of cause and effect

Deciding what you value

The Secrets of Results-based selling

Focus on the customer

Telephone Sales Steps

Your Greeting & introduction

What are the prospect's thoughts?

How to Make the connection

Your greeting checklist

How to develop your Elevator Statement

The Key to successful calls

Attention-getters

Magic Words to Help you Sell

Positive Power Words

## WEEK TWO

How to keep current customers interested

What to say on your follow-up calls

What NOT to say during your follow-up calls

How to uncover needs

Asking probing questions to get the information you need

High impact - high gain questions that generate valuable information in a short period of time

The difference between feature (fact) statements and benefit statements, with examples

How to sell against the competition

What NOT to do when selling against the competition

Discovering what makes you different from the competition

Find out How to add value to your products/services

Learn how to get prospects involved in a conversation

Faux pas list - five forbidden phrases

How to write a compelling script and be your authentic self

Advantages and disadvantages of using a script

The benefits you get from writing down your objectives for telephone calls

## WEEK THREE

Five ways to grow sales

The best way to get through screeners

How to Increase the order

Cross selling

10 ways to ask for the sale or appointment

The benefits of using a trial close

Effective ways to handle objections

How to handle the three most difficult objections:

“Your price is too high,”

“Just send me some information,” and

“We’re happy with our current vendor.”

How to know when you’ve had a successful call - even when you didn’t get a sale or an appointment

The best way to prepare for your follow-up calls

## WEEK FOUR

Leave voice mail messages that motivate prospects to want to return your call

Voice-mail examples

Learn time-management success secrets of top sales stars

Discover goal-setting tips that work

A surprising goal-setting example

See true-story results from writing goals

Learn the most effective way to win back lost customers

Effective Letter to send to lost customers

Creating Your action plan

Questions? Send an email to [annbarr3@cox.net](mailto:annbarr3@cox.net)

I look forward to helping you achieve your goals!

A handwritten signature in blue ink, appearing to read "Ann".

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