

Business to Business Prospecting

Coastal has joined forces with nationally recognized business consultant and author, Winnie Ary, to produce this brand new video-based training series. This 3-part series is designed to help sharpen the business selling skills of even the most seasoned sales professionals by helping them aggressively mine their territories and become more confident in pursuing and closing new accounts. Train your salespeople to be superstars and help your business thrive!

Part 1: Determine and Reach Key Decision-Makers: Sticking to It

The first step in the sales cycle is often the most difficult. This video highlights important tips that will help your staff to get past the gatekeeper and make contact with the person who can turn a sales call into a profitable business opportunity.

- Implementing an action plan
- Increasing the effectiveness of each sales call
- When you can't reach the decision-maker

(13 min) **Coastal.**
#26-HR32-DVD. \$595

Handbook Available

Part 2: Verify the Decision-Maker and Ask for the Business: Develop the Thirst

Help your sales staff overcome the "resistance mode" often encountered in an initial sales call. This video shows how to determine the needs of a potential client and demonstrate an ability to meet those needs.

- What to say once you've made contact
- Setting appointments - quality vs. quantity
- How to ask for the business

(17 min) **Coastal.**
#26-HR33-DVD. \$595

Handbook Available

Part 3: Listening and Addressing Resistance: Prepare for the Obstacles

In this informative video, your staff will learn how to master their selling skills and overcome the inevitable objections that follow once you've asked for the business.

- Addressing resistance and handling objections
- Knowing when to listen, ask questions and wait for a response and the importance of open-ended questions

(16 min) **Coastal.** #26-HR34-DVD. \$595
Available as a package of 3
#26-HR32-33-34-DVD. \$1495

Handbook Available