



The Essential Elements of Sales Effectiveness

Many professional athletes started playing their chosen sport before they were out of elementary school...some, even before they started school. Yet every year, they report to training camp to practice the same fundamentals that they did when they first started. Running, jumping, catching, and throwing are a few of the basics that they do over, and over, and over, for as long as they play the sport.

In business, and especially in a sales-based business, it is important for professionals to revisit the basics of servicing the customer and “making the sale”...whatever shape that may take in their industry. This can be a situation where experience becomes a stumbling block if seasoned business people adopt (or fall into) the “I already know that” mentality.

This seminar covers 7 of the most important fundamentals of sales and customer service, and remind the participants of how crucial each of the 6 habits are to insure their success.

The 7 principles include:

- Selling is like playing catch with a client or prospective client.
- Sometimes, you’ve got to color outside the lines.
- Often the solution is locked up in the problem.
- Nobody wants a drill bit...people want holes.
- If you’re not unique, you’re not going to make it.
- “Closing the Sale” may be damaging your relationship with the client
- Sales is supposed to be fun...that’s why everyone else seems to hate salespeople.

We used Randy Anderson to provide training for our entire inside sales team at our year-end retreat. This proved to be one of the most effective training sessions we’ve ever had. Our entire team was as engaged as I’ve ever seen them. Randy’s experience as a sales professional was invaluable for our team members. He truly understands the day-to-day, real world challenges of running a sales operation effectively and efficiently. Many said it was the best training they’ve ever had, and they all left motivated and equipped to implement the strategies he gave us into their daily routine. I truly believe his training will make our team more productive and more profitable. If you’re looking for training that will have a positive impact on your team members and make a noticeable difference in your organization, Randy is the person for the job!

Beth Umphress/Area Inside Sales Manager/Purina Animal Nutrition

Over the last twenty years in sales, I have had the opportunity to go to many sales seminars including Zig Ziglar, Jackie Cooper, Tony Robbins and Tom Hopkins. I have to say that Randy’s training was on the same level as these high-profile seminars. I always walked away with new ideas and fresh tools to take to the streets and increase my sales activity.

Mark Mullinix/Sales Professional/Midland, TX

Engaging, Equipping, and Empowering People for Work and Life!