Making the Most of Your Time With a Client

You've worked for weeks, maybe even months to get an appointment with a prospective customer. The day has come. The time is here. You walk in, sit down, and...

Many people don't go into a "sales" meeting with a real plan to maximize the opportunity they've been given. They may have a few (non-strategic) questions to ask, or an informal script that has evolved over x-years of doing the same thing the same way and getting the same results, but they hope to "wing it" and secure some sort of commitment.

In order to generate better results from sales calls, discovery calls, cold calls, or even service calls, it is imperative that "the seller" be intentional and purposeful before and during their time with a customer, client, or prospect. This means determining the next step you want to achieve, creating a plan and an outline of what you want to talk about, and having the discipline to stay-that-course while you're there.

This training will teach participants:
- A new perspective of what the selling process is and how it should be approached and facilitated.
- How to prepare so that the meeting time is maximized.
- How to craft strategic questions to truly engage the other person.
- To unlock the world of conversational selling rather than a presentation based approach.
- Regardless of the outcome of this meeting, it is imperative to establish and agree upon a "next step."

Randy's training was a great investment of my time. His message applies to anyone that cares about life.

Brady Yeary / President / First Bank Southwest

I talked to every sales rep, and they all said this was the most useful and pertinent sales training they have ever had. Randy gave us ideas and tools to help us immediately.
John Gandy / Sales Mgr / Gandy Ink / San Angelo

Randy understands the challenges of today's business environment and offers common-sense solutions.

Phil Richardson / Branch Mgr / Plains Capital Bank