

# improving Performance

increases your **Bottom Line**



## 15 WAYS TO INCREASE SALES

### 5 KEY WORDS

That tap into the customer's psyche

### 4 MAIN PSYCHOLOGICAL REASONS

Why people buy anything

### 3 SIMPLE STEPS

To improve your quotes/proposals and increase your quote to order ratio

### 2 POWERFUL QUESTIONS

That save time and gain more business

### 1 PERFECT WAY

To handle the Price Objection and reduce the discounts you give away

## 15 REASONS TO SAY YES!

## SELLING & NEGOTIATION SOLUTIONS THAT WORK FOR YOUR BUSINESS

If you or your sales staff know the 15 answers to the important sales influencing items listed opposite, you have my permission to throw this in the bin. **If you don't – you need to read on.**

Modern selling is all about communication psychology, be it in the verbal or written format. That means to win business sales people have to be smart, we have to understand our customers and what motivates them. However, with buyers having more information to hand than ever before and being better trained – we are constantly up against it.

Getting in the door, maintaining margins, winning against stiff competition

– can all take their toll in this harsh financial climate.

So why not give your team (and your sales) a REAL Boost at your next sales meeting – in ½ a day, empower them with the skills to set them apart from your competition and transform their results. Yes, in so little time – you can change so much.

Unless, of course, you and your sales team already know the answers to the 15 items – then you need do nothing except congratulate yourself on your sales success.

**MTC SERVICES**  
**Knowledge@Work**

 **training**  
consulting  
SINCE 1993

## WHY OUR CUSTOMERS CHOOSE US

*With over 17 years experience in the Training & Development arena, these are the principle reasons our customers buy from us.*

*How many of these reasons feature on your list of factors that you look for when you are selecting a training partner to deal with?*

<b>Price</b>	<i>Very few businesses buy training on the basis of lowest price, they look for the <b>BEST</b> value for their money. Our competitive rates provide this.</i>
<b>Quality</b>	<i>We are unflinching in our attitude towards the best quality training across all our courses. Backed by our no quibble Guarantee</i>
<b>Experience</b>	<i>We have been in existence for over 17 years delivering training &amp; development solutions across many industry sectors.</i>
<b>Adaptable &amp; Flexible</b>	<i>Where “off the shelf” courses are not suitable – tailoring and bespoke solutions are available, meaning we adapt to suit <b>YOUR</b> needs – not the other way round.</i>
<b>Service</b>	<i>Our commitment to your satisfaction does not end when your course is delivered. We are on hand whenever you need us to answer questions or solve any problems that you may have implementing the knowledge gained on our courses.</i>
<b>Attention to Detail</b>	<i>We understand that it’s the little things in life that can make all the difference and while we can’t promise you chocolate’s on your pillow at night – we can promise that our courses fulfil their learning objectives through the use of detailed <b>Personal Action Plans</b> provided for each delegate during the training</i>
<b>Philosophy</b>	<i>We put our customers first. We care. We want to see you putting your new found <b>knowledge@work</b>.</i>

