

Natural Selling Process

The Best Way to Sell

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Foreword by Boyd Ober

**Build strong relationships quicker! Get more sales for the same effort!
Shorten your sales cycle!**

Whether you are new to sales or been selling your entire career, if you are not making the progress you would like to be making and are capable of making in sales, you will want to participate in the *Natural Selling Concepts* program. *Natural Selling Concepts* will show you how to apply timeless principles to your own personal style so you can do your best in each step.

Along with the concepts so vital to professional success, you will learn practical tips and suggested dialogue to bring everything together in a way that is memorable and, most importantly, practical.

INTRODUCTION

- How do you become YOUR best?
- The goals of the Natural Selling Process
- NSC definition of selling
- “Webster” sales people
- Using “lamb”* for your success
- Overview of the Natural Selling Process

*Lamb: The most appropriate (best) response to any specific thing another person can say or do.

ONE: FINDING NEW BUSINESS

- What is prospecting & why is it important?
- What are the best sources of new business?
- A new way of looking at cold calls

TWO: BUILDING PRODUCTIVE RELATIONSHIPS

- Establishing rapport
- The importance of product knowledge

THREE: CONDUCTING EFFECTIVE SALES INTERVIEWS – Part I

- Communication principles used in selling
- Improving your ability to ask questions
- Creating effective Up-front Contracts (UFC’s)

FOUR: CONDUCTING EFFECTIVE SALES INTERVIEWS – Part II

- The effective use of Up-front Contracts (UFC’s)

FIVE: WORKING THROUGH OBJECTIONS

- What is an objection?
- Developing “lamb”
- Eight categories of objections

SIX: CLOSING SALES

- Trial closing
- Closing sales
- The nine best ways to close

SEVEN: CONTROLLING YOUR SUCCESS

- A x Q → R
- Measuring quality
- Managing your time

EIGHT: ENSURING GREATER SUCCESS

- Types of follow-up
- The Natural Selling Process follow-up system
- Putting Natural Selling Concepts to work

ACCOMPLISHMENTS

CONTINUING TO GROW

- Suggested Reading

Each lesson includes an Action Plan:

- Quotes
- Self-evaluation Checklist
- Action Steps
- Workshop exercise
- Sales Tip
- Motivational Minute
- Feedback and Discussion Sheet

For more information, call or write:

**Use Natural Selling Process
and get ready for significant
Improvement – IMMEDIATELY!**