



# Training Logic Inc.

## SALES TRAINING OPPORTUNITIES

### **The Power of Communication Positioning**

This session builds upon your current knowledge to become a great communicator with powerful influence skills.

### **Understanding Buyer's Perceptions**

The power of perception and the impact on clear sales communication is the focus of this session. You will explore the many variables of effective communication.

### **Identifying Buyer's Motivations**

In this session, you will learn human behavior and motivation. With this knowledge, you can better anticipate ways that create value, serving them in a way that makes sense.

### **Exploring Buyer's Needs**

This session guides you through a model that helps you identify intrinsic buyer motivation, position yourself to be a resource, use resources to create solutions and expand the business.

### **Understanding the Sales Process**

This session provides customized communication to fit the recipient. Training Logic assists you in increasing effective communication while decreasing communication breakdowns, making an immediate impact to the bottom line.

### **Mastering High Impact Selling**

This follow-up session presents critical communication skills delivered with power and influence. It will dramatically increase a salesperson's ratio and business volume.

### **Prospecting**

This session teaches the concept of turning leads into dollars. Participants will learn how to transition suspects to prospects, prospects to clients and clients to referrals.



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## **Effective Negotiation**

In this exploration of the “win-win” process, you will learn to effectively work through most all difficult negotiations, understand communication styles, buyer behavior and desired outcomes, through a series of exercises and role plays.

## **Closing the Sale**

Gain confidence and improve closing ratios in this customized session to fit the needs of the participant. You will dramatically increase communication effectiveness while dramatically decreasing communication breakdown, immediately affecting the bottom line.

*Training can be customized and delivered to fit our client's needs and work schedules.*

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