

# Signature Series

TM

~ RULES OF STRATEGIC SELLING ~

In an increasingly competitive world, building strong client relationships is a critical success factor for all organizations. Our Rules of Strategic Selling seminar series brings a holistic approach to help your people perform at their highest potential. Content can be presented in keynotes, short seminars, or as a multi-day integrated experience. Topic areas include:

Personal Motivation (values clarification, goal setting self-image and personal attitudes), Personal Sales Plan (strategic account management, referral selling, new business development, attrition rate, and differentiation), Relationship Selling Skills (networking, non-verbal communication, learning



styles, understanding interpersonal styles, and creating customer value), and Win+ Negotiations/Closing the Order. We can custom tailor the curriculum to meet the specific needs of your sales team.

***Thomas-Ritt***

Helping Business-to-Business Succeed.

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