

Positively Magical Selling!

(75 minutes to 2 hours)

Effective selling is the result of accurate beliefs - beliefs about the sales process, the client, and self. Consequently, your greatest obstacles to stratospheric sales success are *illusions*, faulty beliefs that lurk in the subconscious mind to lower selfconfidence, undermine motivation and reduce closing ratios.

*Smash the mental
barriers
that limit sales!*

In this fascinating combination of magic, humor and sales training, world-class illusionist Billy Riggs helps eliminate these psychological glass ceilings, propelling your sales force to higher sales and greater job satisfaction.

A magical, moving
and fun program that
will inspire, equip and
energize salespeople.

*Make
new sales
appear
out of
thin air!*

Who Should Attend?

Salespeople and
Sales Managers



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Salespeople will learn:

- ♦ **Good salespeople are made, not born.** Diligent application of simple principles by anyone can improve sales.
- ♦ **How to generate more leads than they could ever follow-up.** Learn the secrets of keeping the pipeline full and overflowing.
- ♦ **Customers care about benefits, not features.** Learn to turn product features into benefits the client will buy.
- ♦ **Effective salespeople are good listeners.** Replace statements with key questions that greatly simplify the sales process.
- ♦ **The cost objection is overcome by stressing value, service and benefits.** Most people will gladly pay more for a product which provides these attributes.
- ♦ **Enhanced confidence** is the first and essential step in overcoming debilitating psychological sales barriers.