

Sales Essentials: Local Market Dominance

Featured Presenter: Sale Expert Andy Dinkin

Prerequisites: None
Schedule: One Eight Hour session

Course Objectives:

Local Market Dominance is a sales training course designed for those companies that want to target their prospecting and sales efforts in a specific geographic area. The course will focus on Guerilla Marketing tactics like:

- Using “leads” clubs to generate sales
- Converting introductions at networking events into meaningful business relationships
- Using local publications as prospecting tools
- Leveraging LinkedIn & Facebook to build depth in your professional relationships
- Clever pre-call preparation
- Asking questions that improve your validity
- Testimonial selling

If you are in outside sales with a business-to-business or business-to-consumer focus on a specific geographic area, this course will help you improve your sales success. This seminar includes specific content and interactive exercises that will provide participants with a ready-to-execute game plan that they can customize to achieve their own specific sales goals.