

# “The Real Secrets of Successful Selling”

*Finally the Cutting Edge Technology for Sales is Revealed*

The most influential sales people understand selling is about your ability to be persuasive. Now, what if you could anticipate your clients buying strategies doing it in the context of normal conversation? Success is the ability to influence your client's decisions to buy, increasing your sales! When you fully comprehend their wants, needs, and desires, you'll realize every purchase is based upon an emotional buying decision, so in becoming a master of influence, you'll learn how to read and interpret these buying signals to help guide them towards making decisions easily, effortlessly and with complete confidence. Make no mistake about it; people BUY feelings, not products. HOW you make them feel is the most important factor in determining whether they BUY from you or your competition! We don't want to help you just gather customers; we will show you HOW to create . . . RAVING FANS!

*Studies have shown us that over 80% of products and services sold are so because of the relationship created, **not** the product or service.* Understanding these concepts are merely not enough. You must become artful in the psychology of selling. Top sales professionals know we are not consciously in charge of our behaviors or the words we speak, that our responses are emotionally based outside our conscious awareness. To really be on top, you not only need to know how to interpret them but, also what to do with this information. Our intensive training is designed to give you the acute awareness of noticing the volumes of sub-conscious information clients are sending you and the keen sense to fulfill their buying decisions. This is a hands-on opportunity to experience professional growth in every aspect of your selling.

## **With this empowering workshop, you'll discover:**

- ❖ Having the proper selling mind-set
- ❖ Increasing your awareness skills to new heights
- ❖ How to gain instant rapport, lowering resistance
- ❖ Make your voice a powerful selling tool
- ❖ Learn to tap into your prospects emotions
- ❖ Reading body language more efficiently
- ❖ Understand exactly how your clients want to buy.
- ❖ Create a win / win buying scenario

Our training is not just to teach you the psychology of selling but the ability to fully comprehend how to communicate to your client's unconscious buying decisions and strategies. This training will engage you with the fundamental communication tools to produce for you a million dollar mindset. **Maximum Success Seminars** offers customized trainings to meet the needs of your business, and empowering your staff towards true sales excellence. Call today for a phone consultation!

*Maximum Success Seminars* [www.JohnSantangelo.com](http://www.JohnSantangelo.com) (818) 879-2000