

Sell Value **NOT PRICE!** featuring Don Hutson

Course I. Mastering the Head Game

- Chapter 1: Attitude Makes the Difference
- Chapter 2: Motivation to the Max!
- Chapter 3: Be a Champion of Change
- Chapter 4: The Evolution of Selling
- Chapter 5: Dealing Successfully with Rejection
- Chapter 6: The High Performance Selling Model
- Chapter 7: The Anatomy of the Sales Call
- Chapter 8: The Value-Based Trusted Advisor

Course II. Your Blueprint for Sales Success

- Chapter 1: Improve your Goal Setting Skills
- Chapter 2: Goal-Achievement Strategies
- Chapter 3: Time Management for Sales Professionals
- Chapter 4: Communicating for Sales Effectiveness
- Chapter 5: The Market Share Model
- Chapter 6: Gaining Customer Loyalty
- Chapter 7: Making the Loyalty Ladder Work for You
- Chapter 8: Projecting an Image of Excellence

Course III. Understanding Your Customer

- Chapter 1: Understanding Behavioral Styles, Part I
- Chapter 2: Understanding Behavioral Styles, Part II
- Chapter 3: The Skill of Adaptability
- Chapter 4: Identifying the “Style” of Others
- Chapter 5: Winning with Needs Analysis
- Chapter 6: Active Listening Skills
- Chapter 7: Advanced Questioning Skills
- Chapter 8: Sales Negotiation Skills

Course IV. Securing & Growing the Business

- Chapter 1: The Value-Price Dynamic
- Chapter 2: Establishing Value Through Differentiation
- Chapter 3: Presenting Your Prospect’s Solutions
- Chapter 4: Performing Miracles for your Customers
- Chapter 5: Addressing Prospect’s Concerns
- Chapter 6: How to Gain Commitments
- Chapter 7: Relationship Strategies that Pay
- Chapter 8: How to Gain Valuable Referrals