

WAYNE WEAVER

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“Marketing Strategies To **Outsell** and **Outperform** Your Competitors”

Abstract:

Marketing today has evolved from a transactional, one-shot sale mentality to building lifetime customer relationships; from persuading and telling to problem solving and helping; from low-price selling to value-added selling. Direct marketing is a method of distribution that enables you to get your product or service to your customer without the middle man. Direct marketing also provides the most cost-effective means of generating new business.

This session Wayne will share with you strategies and techniques you can use to produce the results you expect and need from your marketing. Everything you learn in this interactive session is focused on showing you how to focus more on studying customer needs and assuring customer satisfaction than pitching product features.

This is not your typical marketing session because it will show you how to gain a competitive advantage in marketing your product or service. Some of the guiding philosophies of this program include:

Key Points:

- How to Prevent Price Objections and Outsell Your Cheaper Competition
- How to Get to the Decision and Make a Sell Faster
- How to use Openness and Honesty to gain an Extra Edge in Selling
- Why and How to use Proven Selling FORMULAS
- The Five Keys to Peak MENTAL Preparation for Each Selling Situation
- The all-time #1 best Closing Technique – The Only Technique You Will Ever Need
- How to Use URGENCY So Customers, Clients and Patients Will Beg For Your Business
- The SEVEN SECRETS of MAXIMUM PERSONAL INFLUENCE’ – use them to transform your entire selling experience

All Keynote programs are available from 60 to 90 minutes based upon your needs and can be re-titled to match the theme of your event.