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# The **B·E·S·T** Selling System

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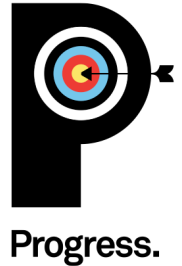
‘Motivating and empowering your people to perform at their BEST for your organisation’

The BEST Selling System is ideal for any group with ‘sales reluctance’ or ‘closing’ challenges. It is based strongly on service ethics, with relationship emphasis. Central to our Program’s philosophy is a fundamental commitment to customer goals, driven by service based selling. A major key outcome is enhanced skills in determining and demonstrating buyer-value, thereby minimising the issue of price.

The BEST Selling System embraces all elements of a sales/service culture. Our System is easy to learn and remember. Highly experienced salespeople find the program as stimulating as the novice, with a strong ‘reminder’ factor and fresh aspects of time proven concepts, as well as new insights on buying psychology and behaviour.

## **Our Proven Program includes:**

- The benefits of using a selling ‘system’ to ensure sound self-management and consistent success
- The BEST Selling System - the process and the principles of successful selling
- Relationship-building skills to support trust and rapport development
- Understanding and supporting different customer behaviours
- Professional questioning and listening skills
- Identifying and confirming individual buying motives and ‘value drivers’
- Establishing customer expectations and ideal outcomes
- Specific value-driven strategies for a price-driven marketplace
- Developing relevant customer benefits
- Dealing with customer concerns and objections
- Closing without pressure



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## Why Progress Training Works

### **Progress Program Design and Methodology**

At Progress Training Systems we undertake extensive briefings and orientation activities with clients to ensure we understand your corporate culture, terminology and procedures. We conduct diagnostic evaluations to enable us, in partnership with you, to tailor and customise the selected program to suit your organisation's style, services and other development activities.

In our own experience, a lot of time and money can be wasted on development programs that don't work. We want to achieve results, for our clients primarily - but also for our own satisfaction, reputation and referral business. We know that the only effective behavioural change occurs over time, with good on-the-job coaching and support. We work hard to create clarity of role and purpose, to define and impart skills through practical and memorable systems, and to ensure a lasting legacy that continues to achieve results long after we have left. Within client parameters, we build our programs on our own fundamental Progress Training Systems principles and philosophies.

Our programs are lively, interactive and enjoyable, providing valuable discovery - learning processes in a secure and friendly environment.

For further information on ways that Progress Training Systems can help your organisation Progress further call today on +61 29527 2280 or email [admin@progress.com.au](mailto:admin@progress.com.au)