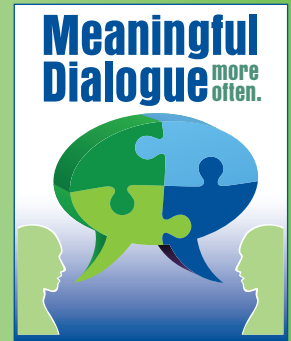


# Sales Success is all about creating



## Meaningful Dialogue more often.

Your customers are busy people, with little time to spend on a sales call. In fact, they'll usually decide whether or not they'll listen to you in the first 15-20 seconds. But once you've gained mental access you'll gain the time you need to share your story.

### Take your skills to the next level

Meaningful Dialogue More Often, featuring Delta Point CEO Jerry Acuff, will help you develop an even more targeted, engaging and productive approach tailored to each prospect's needs.

This self-guided three-part program will show you how to hone your skills so that you can engage customers quickly and create conversations that produce results. Each lesson utilizes easy-to-use workbooks and audio (MP3 and CD) — so you can learn anywhere, any time!

### Start by perfecting three critical skill sets

Using this proven, self-guided program, you'll significantly and immediately improve your ability to:

- **Open** your sales call by capturing attention
- Ask **Questions** that trigger genuine dialogue and engagement
- **Close** the call more successfully



### Meaningful Dialogue More Often

"Telling is not selling." The key to success is gaining mental access — not just physical access — to your customers. This program provides critical tools and exercises for uncovering often-hidden customer needs and finding the right solutions. It's perfect for:

- **New or experienced sales reps**
- **Sales managers**
- **Marketing staff**

# You're just weeks away from more successful sales calls

Each three-week lesson lets you move at your own pace and convenience, with a self-guided audio (MP3 and CD) and workbook.

### Lesson one: Openings

According to BBC news the average attention span has dwindled from 20 minutes a century ago to 9 seconds today! In order to have a conversation with your customer, you need to get them to pay more attention to you. This lesson will show you how to ask better questions that will engage your prospects quickly and make them want to listen to you.

In just three weeks you will:

- Use tools needed to engage your customers using mystery, surprise and curiosity
- Become familiar with the importance of focusing your dialogue on The Customer, The Disease and The Patient
- Understand the power of preparation and how that separates good from great

### Lesson two: Questions

Did you know that 86% of customers say that their reps ask the wrong questions? This lesson will dramatically demonstrate how better questions can get customers to think, become engaged — and become more open to your ideas and solutions.

In just three weeks you will:

- Use the tools needed to build effective questions including filtering questions through Intent, Content and Condition
- Learn how to apply a preface to a question
- Discover how the answers to 5 critical questions can serve as your baseline for creating questions

### Lesson three: Closings

You increase the likelihood of success by as much as 61% by asking for a commitment. So why do so few salespeople ask? In lesson three you will improve closings by making them more genuine and natural — for both you and your customer.

In just three weeks you will:

- Review the tools needed to close more effectively including asking for small commitments
- Discover the importance of the sensory trial close
- Learn the value of gaining a fair trial and engendering behavior changes

**Call today for more information, or to order Meaningful Dialogue More Often!**

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