

# PRO-PAYBACK Selling® in Action

TACK 

## COURSE OVERVIEW

### Turn your knowledge into real selling power!

- See yourself in action as your customers see you
- Receive valuable feedback from other sales professionals
- Understand the Interpersonal Styles and why customers behave differently
- Learn how best to communicate with each type of customer to build rapport and increase success

In such a competitive world it's the personal touch that ultimately 'wins' business. Using TACK's PRO-PAYBACK Selling 10 step model, learn how to plan, prepare and deliver attention grabbing offers to prospects/customers, and adapt your style using 'YOU Appeal®' to successfully connect and develop relationships with all types of buyers to convert more business.

As a professional salesperson, you need the critical tools and means to connect and communicate with your customer and/or prospect by adapting your own style to suit theirs. This is when You Appeal comes into its own. This is the way to guarantee that you personalise your approach to achieve maximum gain.

**For further information visit [tack.co.uk](http://tack.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [info@tack.co.uk](mailto:info@tack.co.uk).**



2 Day Interactive & Practical Course

Cost: £1,099 + VAT

Visit [tack.co.uk](http://tack.co.uk) for further information

### SUITABLE FOR:

Those who have completed TACK's PRO-PAYBACK Selling course. This course will develop and strengthen your existing skills, adding a new dimension to your selling.

## YOU WILL LEAVE THIS COURSE ABLE TO:

- Confidently apply the PRO-PAYBACK process to every sales conversation
- Understand the different personality types you sell to and how to adapt your approach to each
- Practise 'style stretching' as a critical tool and means to enhance professional selling
- Test planning, organisational and decision making skills with a view to maximising sales efficiency
- Handle more complex sales with multiple decision makers
- Examine how platforms like LinkedIn and other social media can be used during the sales process
- Complete an offer analysis
- Write clear and effective e-mail follow ups
- Use best practices for continuing and developing relationships with customers
- Use You Appeal and a variety of other techniques to win commitment from prospects



WE BELIEVE IN THE INDIVIDUAL

a GI GROUP brand