



Print-Specific Sales Training

If you would like to know more about
any of these courses, please contact

Linda Bishop

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Knowledge Improves Performance

Knowledge improves performance. Thought Transformation's training provides your team with vital knowledge needed for success in an ultra-competitive printing market.

Sessions are fast-paced and utilize edu-tainment—learning that entertains. Beginners and experts walk away with practical ideas to help them achieve their goals.

Wendy Holmvik, Vice President of Sales at Art Litho in Baltimore, says,

"I had Linda come and do one day of training. Everyone on the management team felt like it got outstanding results, so we asked her back for another session. I like her training because she's willing to create customized programs and delivers them in an entertaining way. She engages everyone in discussion and makes people think. The next time I need training, I plan on calling her again."

Drew Berben, Marketing Manager for HM Graphics in Milwaukee says,

"Our sales team members have an average of 20 years of print experience. It is difficult to bring valuable professional growth tools to them that they have not seen a dozen times before. Linda Bishop's credibility as a successful print sales professional and "tell it like it is" delivery, combined with her ability to isolate complex selling situations and break them down to manageable tasks, held the attention of even the most seasoned print sales veteran on our team. People that never participate in group discussions did so. Ideas that never presented themselves at sales meetings were extracted from the minds of our team. We have all been to motivational sessions where the energy of the speaker gets you going and then slips from thought as soon as you leave the building. She brings clarity to problematic sales activities so they become situations you can manage. The motivation comes from within each individual as their selling paradigm shifts and they realize how close to increased success each one of them is."

Account Acquisition

- **Cold Calling in the 21st Century**
Use best practices to create the right message and get appointments.
- **Finding Leads.**
Locate lead and qualify them.
- **Get Past Voicemail**
This strategy gets you past barriers and talking to prospects.
- **Next-Step Selling™**
It's the best way to keep the sales process moving forward quickly.
- **Research Accounts**
Gather information to approach prospects and develop relevant messages.
- **Successful First Calls**
Improve call quality in first calls and sell more.
- **The Buying Cycle**
Understand how a buying decision is made and find more success.

Basic Selling Skills

- **Buyer Behavior**
Understand buyer psychology and sell more.
- **Body Language**
Simple techniques allow you to read the customer and build rapport.
- **Close the Sale**
Master closing to win sales and get higher prices.
- **Create Case Studies and White Papers**
Present evidence to prove expertise to prospects and customers.
- **Identify Pain Points**
Diagnose pain, provide customers with the cure, and find the shortest route to a sale.
- **Listening Skills**
Listen at a deeper empathetic level and sell more.
- **Negotiation Basics**
We all negotiate. Learn an easy strategy that brings greater success.
- **Networking Basics**
Networking is a great business-builder. Meet people, start conversations and follow-up.
- **Overcoming Price Objections**
Sell your value and close more deals.
- **Present to Sell**
Whether your audience is one person or ten, use these skills to sell more.
- **Smart Questions**
Learn the spiraling technique to gather information and identify pain.
- **Stay Top-of-Mind**
Advertise your value to build awareness and sell more.
- **The A-B-Cs of Great Business Letters**
Letters are still a great tool for prospecting and business-building.

Account Strategies

- **Basic Account Strategies**

Put together a plan to penetrate accounts and reach goals.

- **Build Consensus**

This is a critical skill set for salespeople calling on organizations with multiple buyers.

- **Gap Analysis**

Gap analysis is a simple way to frame problems and sell solutions.

- **Identify Buying Criteria**

Use customer decision drivers to craft winning proposals.

- **Major Accounts Overview**

Better ways to deal with multiple buyers, office politics, and long sales cycles.

- **Top-Down Selling**

Get your message heard by top-level executives.

Servicing Strategies

- **The Right Way to Communicate**
Should you call, email or meet face to face? Discover the right tool for the task.
- **Extreme Responsiveness**
Demonstrate value through actions and set yourself apart from the competition.
- **Deliver Bad News Better**
Deliver bad news the right way so relationships thrive after problems.
- **Goof-Proof the Order**
Prevent errors, increase satisfaction and improve profitability.
- **Ten Ways to Show Customers You Love Them**
Easy ways to demonstrate to customers you appreciate their business.
- **Turn Satisfied Customers into Loyal Ones**
Convert satisfied customers into loyal ones, and increase sales and profits.
- **Warning—You're in Danger of Losing a Customer!**
Recognize warning signs and prevent customer defections.



Thought Transformation offers specialized day-long programs in the following areas:

- **Talking “Green” to Prospects and Customers**
- **Solution Selling**
- **Selling Variable Data Printing**
- **Marketing Basics**

We also offer courses on customer service skills, coaching, and performance management.

For information, call today.

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