



Juri Yoshida

**International Motivational Speaker  
Certified Trainer and Assessor**

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## **The Secrets To Increasing Sales**

### Objectives

- A. Increasing Sales
- B. Learn the secrets in becoming successful in sales.
- C. Motivate Sales and Marketing personnel.
- D. Learn the fundamentals in sales and marketing.
- E. Learn how to build loyal customers.
- F. Reducing rejections.
- G. Understand the "Trust + Product" Theory
- H. Understand Consumer behaviour and use it to your advantage.

### Outline

- A. Relationship Marketing
  - 1. The problems we face in prospecting.
  - 2. The common mistakes made in presentations.
  - 3. The Customer is the King and Queen.
  - 4. Rapport and Relationship building.
  - 5. Trust + Products are what sells, not the product alone.
  - 6. How to empower a prospect.
  - 7. How to secure a sale.
  - 8. How to gain referrals from your existing contacts.
- B. Retention and Loyal customers.
  - 1. How to retain customers.
  - 2. How to create customers who will buy on and on again.
  - 3. Importance of existing customers.
  - 4. The Power of Loyal customers.
  - 5. Customer Loyalty programs.

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C. Consumer Behaviour

1. Do we always have to provide what they want?
2. Do we have to do business the way they want?
3. How to tackle trouble customers.
4. How to understand consumer behaviour.
5. How to overcome bad consumer behaviour.

D. Sales and Marketing

1. The difference between sales and marketing.
2. The Power of sales.
3. The power of marketing.
4. How to combine the two together.
5. How successful companies use the two hand in hand.

The course will also cover many examples, case studies and information.