

# BUSINESS TO CONSUMER

## KEYBA Customised Sales Training Program

Engage your company to experience an interactive sales training program to grow the sales in your business. This customised training program will provide your company with a professional sales tool kit to give you the resources to grow and develop your staff with more profitable sales results.

This program will teach your sales professionals 'How to Hunt and Fish for Opportunities' in today's competitive marketplace.

They will be focused on developing new business while keeping and growing your existing clientele with the products and services you offer.



Download  
our FREE guide  
**11 Steps to  
Successful  
B2C Sales**

go to  
[www.keyba.com.au/  
sales-training](http://www.keyba.com.au/sales-training)

### ***Your staff will learn how to WIN the customer's approval and INCREASE opportunities to close the sale***

- ✓ How to approach a customer in a friendly and engaging manner
- ✓ How to open up a conversation with a customer
- ✓ How to identify a customer's personal or business needs by asking open-ended questions
- ✓ How to match and educate customers on your products and services
- ✓ How to demonstrate your products
- ✓ How to sell the features and benefits of your products and services
- ✓ How to cross-sell or upsell your other products and services
- ✓ How to read the client through verbal and nonverbal buying signals
- ✓ How to overcome objections
- ✓ How to trial close the customer through soft, hard and alternative closing techniques
- ✓ How to ask for the order and close the sale
- ✓ How to promote the value to the customer to come back to your store

**For more information, please call 1300 4 ADVICE  
or go to [www.keyba.com.au](http://www.keyba.com.au)**

Head Office: PO Box 385 Essendon North Victoria 3041



**KEY  
BUSINESS  
ADVISORS**

*Taking Businesses from Good to Great*