Bombadil
Breakthrough Selling

Seminar Theme: Catalyzing serious sales discussions with Prospects, Using Urgency Based Selling ™

Seminar Focus

Key Problem **Why don't clients call us back, or take our calls, particularly after we have quoted? Why don't prospects engage in serious sales conversations?**

Key Distinctions **INTEREST VS. URGENCY; SAFE VS. SERIOUS CONVERSATIONS**

Re-inventing Selling **Creating urgency, getting prospects to engage and give us thinking Minutes, the Yin and Yang of Selling**

Creative Selling **Using breakthrough moves to create and manage urgency**

Commitment **Where you have to go "all in" to convince prospects you are serious**

Deliverables

A new way to conceptualize the selling process

Intermediate tools for measuring success

The seminar leader

Andy Gole, founder of Bombadil, a sales consulting firm teaching Urgency Based Selling ™. Andy taught selling theory for 8 years at Fairleigh Dickinson University's Rothman Institute for Entrepreneurial Studies. His clients have included Coca-Cola, and Brockway Glass. His consulting practice has encompassed numerous industries with manufacturing, service, publishing, finance and high tech clients.

His work has been reviewed in Accounting Today. Recently, AGFA's magazine Interface published an article Andy wrote on Material Difference.

Format

- A ½ day seminar, targeted towards Sales Management
- A hands-on experience with a combination of presentation, exercises, and group discussion.
- Audience of 10-15.

To find out more, call Andy at 201 415 3447, email at andy@bombadilllc.com.

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