

## Grow Your Revenues NOW!

*(By Selling Your Way Out of the Recession)*

### You need additional sales right now.

While many companies are canceling projects, freezing spending or cutting head count, you know that none of those tactics will solve the real problem. Instead of hunkering down and trying to shrink their way to greatness, they should be focusing on how to grow revenues through their sales teams.

**You must grow revenues immediately & Rick Barrera can help.**

In addition to his most recent best-selling book *Overpromise and Overdeliver*, Rick Barrera is the co-author of *Non Manipulative Selling* and *Collaborative Selling*. But more importantly, he has successfully sold his way through the last three recessions and he can show your inside and outside sales teams how to do it successfully as well.

Working closely with your sales leaders, he'll design and deliver an exceptionally customized program that shows your team how to sell more of YOUR SPECIFIC products and services. He will dig into your specific issues and custom design an interactive program that will captivate and engage even your most senior and experienced sales people. Using case studies, role plays, exercises and other engaging activities, Rick will change forever the way your sales team thinks about customers, prospective customers, and their own capabilities and potential.

### What Audiences Learn (topics available)

Which customers and prospects to focus on **RIGHT NOW!**

Exactly what to say to win appointments **RIGHT NOW!**

How to find new opportunities with existing customers.

How to work with the marketing team to create the right offers.

How to conduct the **ULTIMATE SALES INTERVIEW!**

- The critical first question

- How to discover and stay on the potential customer's mental map

- Finding the emotional trail

- How to follow the emotional trail to critical pain points and opportunities

- How to get your potential customers to ask you for help

- How to sell more and bigger opportunities in much less time

- How to identify the opportunities customers are willing to invest in **RIGHT NOW.**

How to collaborate to create the exact right solution that is within budget.

How to get potential customers to want to buy **NOW!**

How to earn their referrals with powerful follow-up strategies.

How to develop a recession-proof attitude!

### Formats:

- Keynote speech

- Half or full-day workshop

- Webinar or Teleconference

- 3 day or longer training program including an online mastery course and innovative reinforcement programs

- Ongoing Consulting

- Executive Team Coaching