



Salespeople. . .

- Do you want to improve your sales skills?
- Are you an experienced salesperson looking for fresh ideas?
- Are you new to sales?

Managers. . .

- Do you want to improve the effectiveness of your sales force?
- Do you want to help your salespeople succeed?

These publications will help you focus on your sales goals and how to reach them. You'll learn to:

- Find new leads
- Retain customers
- Build better customer relationships
- Make winning sales presentations



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Oregon State University
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How to increase your sales success

Publications
for forest
products
salespeople
and sales
managers



"How can I increase my sales success?"

Find the answers in four new publications for forest products sales professionals

You know how competitive the forest products marketplace is. To increase your sales success, you need more than a great product. In this challenging sales environment, four key questions hold the secrets to moving you toward your sales goals. These publications will help you find the answers.

Where can I find new customers?

Prospecting for new customers is a critical part of your job. Discover proven ways to:

- Make the most of personal contacts.
- Discover a wealth of printed resources.
- Rate your telephone skills and learn to improve them.
- Maximize your success at trade shows.

Developing and Maintaining Customer Contacts (\$6.00)

How can I guarantee my customers will want to do business with me?

Selling is a personal business. To succeed, you need to build good relationships with your customers. Gain valuable tips on how to:

- Step back and assess what your real objective is. You may be surprised that it's not just "selling."
- Project your best traits to your customers.
- Make sure you do the little extras that make your customers feel good about working with you.

Personal Selling (\$6.00)

My customers have different personalities. How can I "click" with all of them?

All customers can be classified into certain behavior styles. By understanding your customers' styles, you can adjust your selling strategies for maximum success. Gain the skills to:

- Assess your selling strengths and make the most of them.
- Identify the four major customer types and know how to sell to each of them.

Sales and Understanding People (\$6.00)

How can I turn my presentations into sales?

With a little patience and practice, sales presentations can become one of your most effective selling tools. Learn to:

- Ask the right questions so your customers decide you can help solve their problems.
- Improve your listening skills so you'll hear what your customers really want.
- Prepare a presentation plan that will guide you to a successful outcome.
- Anticipate objections and be ready to respond.

The Sales Presentation (\$6.00)

Save on the set!

Get all four publications for only \$19.50 (a savings of \$4.50).

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