

Winning Sales Strategies:

How a best practice sales system can help stack the odds in your favour



Synopsis

Wouldn't it be nice to land a few more deals? Many owners believe that sales people are born, not made. "You want a great sales system? Just hire a great sales person!" Without a doubt there is an art to sales, but few people realise it is the science of sales that can multiply your results.

When the sales skills of each member of your sales team can be improved concurrently it can have a profound effect on the number of sales that occur and the size and margins of those sales.

This seminar is geared toward leaders of companies that employ sales teams. It will introduce participants to the proven best practice sales systems used today. If you've ever said:

- I wish my revenues were more consistent.
- The gap between my best and worst sales person is absurd.
- If I want to close a big sale, I have to do it myself.
- My competitors are starting to undercut my prices.

Then this seminar is for you.

"They showed us how to fine tune our selling skills. Sales have increased 20% over last year and we continue to learn and benefit from them."

-Laura Hansen, President
Image Group

About Tara Landes



An experienced and engaging speaker, motivator and leader, Tara Landes is the President and Founder of Bellrock, a Vancouver based boutique management consulting firm.

But different.

They believe that smart, hardworking business leaders deserve to be profitable and less stressed but don't always have the right tools to get there on their own. Tara's team fills the gaps for you and your management team – an MBA in a box, customized to your company – whether the focus needs to be strategy, leadership, sales, or operations. They have the tools and they show you how to use them to get results.

Tara earned an MBA from the Richard Ivey School of Business in 2000 and returned to her native Vancouver in 2008 to offer a fresh perspective and lasting results to business owners.

Currently, Tara is a mentor in the Board of Trade's LOT (Leaders of Tomorrow) Mentorship Program, the FWE (Forum for Women Entrepreneurs) HSBC Mentor Program, and YWCA Connect to Success. When she is not helping clients, you'll find her on a sailboat in the Gulf Islands, reading a great book while watching her husband and sons fish.

"Our sales for the months of August and September were up 60% over May when they first started. I attribute much of that lift to their involvement and certainly wasn't expecting those kinds of short term results!"

-Chris Breikss, President
6S Marketing