

David Okerlund

The Commitment to Value-Added

“Valued-Added is a constant, creative commitment by ALL to look for and pursue innovation and enrichment in ALL things, in ALL ways, to ALL people you work with and for.”

Perhaps the single greatest mistake that salespeople make is thinking that the price of their commodities is the most significant element to their success. However, when focus groups are conducted with customers, that element rarely makes the top three expectations. Today customers are more discerning - more demanding.

Trust is the watchword today. Relationship selling has moved to a much higher level of need. And the only way to build a strong bond between a seller and a buyer is to saturate the relationship with value-added experiences.

In this program your people will learn:

- How to establish greater trust and rapport with existing clients.
- How being the best, "second best" salesperson can pay huge benefits.
- The 3 critical things marketers sell besides their products.
- The key reflections of value-added salespeople that clients feed off of.
- How to "mirror and match" customer moods.
- 5 ways of building strong relationships without even driving up the lane.

David Okerlund has over 15 years of sales and sales training background. In every company he worked for, he always stayed in the top 10%. He also served as national sales manager for an Agri- business company in transition between owners. Most importantly, he brings value with his message, while wrapping it into a humorous, entertaining experience for rookies and old road toad veterans as well!