



## Sample Sales Training Skills Modules

### Member Service Department

- Understanding the new sales paradigm shift
- An overview of the 10 Steps to the sales process
- Strategic needs analysis
- What does it really mean to “close a sale” and how do you do it?
- Overcoming concerns: Avoiding the conflict and embracing the challenge
- Understanding goals vs. intentions
- Selling to the unconditioned market
- Immediate vs. pipeline sales: A new strategy to exceed your goals
- Lifestyle assessments as a sales tool for new and existing members
- Effective telephone skills
- Creative sales follow-up
- Borrowing from the life coaching industry to improve sales skills
- The importance of integration sales (membership AND programming)
- Understanding personality types and how to sell to them
- Essential member follow-up program
- Time management: controllable vs. uncontrollable time
- *A member friendly* point-of-sale referral campaign
- Advanced sales coaching techniques
- Understanding the difference between price and perceived value
- Working through the top 3 objections
- Lead management & organizational techniques

### Other Front Line Service Departments

- “Sales” is not a dirty word
- Understanding your client’s needs
- Establishing trust as a specialist
- When to ask for the sale as a service provider
- A responsibility to close!
- Simple cross-selling skills
- Turning moments of misery into moments of magic
- How does Disney do it?
- What is Five Star service and how do you “do” it?
- Handling difficult or angry members
- Use “policies” to make things better...not worse.