

## Exactly How to Sell – Even If You Hate Selling

This content rich presentation draws from Phil's personal experience and the experience of the thousands of people he has worked with. It delivers a comprehensive, yet entertaining training from the stage that empowers almost everybody to sell more effectively.

Learn from the time-tested methods that are designed to attract and keep more customers. No matter what you are selling (yourself, your product, or your services) this presentation is certain to provide you actionable strategies to deliver more of the sales results you are looking for.

Discover exactly what it takes to develop a community of customers who continue to spend with you, refer you to others, and build your reputation.

Explore the winning tools and techniques that you can use to increase your confidence ahead of your sales conversations and achieve more from every interaction you have. You learn how to define your target market, create more opportunity and skilfully lead your prospect from inquiry through to decision – all without falling into the stereotype of being “salesy”.

Phil understands the key barriers that are standing in the way of your sales success. He delivers a presentation crafted from the core methodology illustrated in his latest book, *Exactly How to Sell*, that talks in your language, to your people, and delivers to your objectives.

This session delivers essential sales skills from the stage in a way that will have you feeling confident, capable and ready to take immediate action.