



# Keystone Club Sales Training

The Keystone Club Sales training is offered through a partnership between SCSU's Corporate Education & Outreach and the Minnesota Sales Institute. This workshop provides a learning environment for a salesperson to develop more effective sales strategies. Through the ongoing training and reinforcement, the salesperson develops the proficiency of skill necessary to efficiently implement those strategies.

[www.scsutraining.com/Sales](http://www.scsutraining.com/Sales)

## Effective Selling Process

## DETAILS

These workshops will teach the effective selling process:

1. Connect with a prospect, build credibility, gain trust and a mutual understanding of the agenda going forward;
2. Qualify or disqualify the prospect by quickly and accurately discovering the impact and consequences of the prospects' problems;
3. Uncover and confirm the prospects' budget, buying process, time line and other information needed to close the sale;
4. Create, present and win the sale with your focused, professional proposal;
5. Maintain and develop the account that keeps the competition out.

The topics covered in this workshop are not limited to sales strategies and tactics, but also include how healthy habits and attitudes are necessary to reach the highest levels of success - both professional and personal. Participants will set specific goals, are guided through a step-by-step process to reach them, to formulate skills, to build courage and confidence.

**Conveniently held in St. Cloud!**

**Cost:** (includes materials)

Early Bird: \$495 by Jan 30, 2012

Non-Early Bird: \$525 after Jan 30, 2012

**Registration Closes:**

February 7, 2012. Space is limited!

**When:**

Mondays, February 13 - March 19, 2012

3:00 - 5:00 p.m.

**Where:**

SCSU Welcome Center

355 5th Avenue South

St. Cloud, MN 56301

Questions? Contact [Tammy@scsutraining.com](mailto:Tammy@scsutraining.com) or 320.308.4252.  
To register or for more information or visit our website at:

[www.scsutraining.com/Sales](http://www.scsutraining.com/Sales)