

ETIQUETTE TO PRODUCTION

1

SEND THE STAFF

For the cost of a luncheon, you can send your whole sales staff, not for an all day, time consuming seminar, but a luncheon lecture. Your staff will return with greater awareness of how simple etiquette can increase your sales and their incomes.

2

SEE RESULTS

It's not often you can see results from your investment in your sales staff as quickly and inexpensively as this. The Oklahoma Media Network is committed to building your staff's confidence and ability with tools that work in sales and day to day life. Etiquette is the key to greater selling success!

**Wednesday, March 2nd,
from 11:30 am - 1:00 pm**

**Oklahoma Sports Hall of Fame
Jim Thorpe Event Center
4040 N. Lincoln Blvd.
Oklahoma City, OK 73105**

**CONTACT ELLEN GRAHAM TO BOOK
YOUR SALES OR ACCOUNT
MANAGEMENT TEAM**

Oklahoma Media Network
oklahomamedia.network@gmail.com
(405) 823-4993

**Only \$35
Per Person
(including lunch)**

"This novel approach to selling...is one of the best ideas since sliced bread! It reminds me of the excitement I experienced while teaching salesmanship to my first group of high school marketing students."

Fred R. Braswell,
2008 National Career and
Technical Education
Administrator of the Year

Edie Hand's philosophy for living life can be seen in everything from her work as a media businesswoman, speaker, author, and host of radio and TV shows. She has authored, co-authored, and helped develop over 20 books.

She has been CEO of Hand in Hand Advertising, Inc. since 1976 while actively working in The Alliance for Women in Media. The Edie Hand Foundation benefits many charities especially helping children build their self esteem.



Selling Persuasively with Etiquette!



**A LUNCHEON SEMINAR WITH
EDIE HAND - AUTHOR, SPEAKER
AND MEDIA BUSINESS WOMAN**

**Our guest speaker EDIE HAND will share
the power of Selling With Etiquette in
any business setting - in person, on the
phone, via technology, by your actions
and words, and with proper behavior.
Sales training for the price of lunch from:**



A IS FOR ASK

Ask and they will buy! It sounds so simple, but every sale turns on asking for the order.

However, it's not about tricks or applying the right technique as much as sincerity and tact.

B BENEFITS

Facts tell. Benefits sell. The difference between listing facts and describing benefits is the difference between amateur and mature selling.

For instance, It's Small vs. You can carry it anywhere; or It has a battery vs. You can use it wherever you want to go!

C IS FOR CUSTOMERS

Selling would be easy without having to deal with customers.

Here lies the most important point about selling. The product or service you want to sell is not the most important thing. The most important thing is what your customers want your product or service to do for them. When they truly believe they need the benefits, they will buy!

We will remind your people to put themselves in the prospect's

THINK MANNERS

ITS ALL ABOUT ETIQUETTE

If you're a parent, a teacher, a manager, a lawyer, a politician, or SALESPERSON, you are in the asking and telling business. You're persuading someone to listen - to agree - or to buy something that can be of benefit to both of you.

Our speaker EDIE HAND will share the personal side of Selling With Etiquette in any business setting - in person, on the phone, via technology, by your actions and words, and with proper behavior.

Ask anyone who has met Edie, she's a great persuader, and she's the real deal with her Southern charm and vitality!



H IS FOR HONESTY

No sales manager wants to hear his staff is being taught to work less and earn more until he or she reflects that the more they earn the more sales are made. The key is Honesty! Honesty begets the most important sales tool of all, Trust!

U UPSELLING

Etiquette plays more of a role in this important part of selling than even getting the initial commitment. In the long run, Upselling is more critical to overall success. It's the 80/20 rule, 80% of your business comes from Upselling current customers.

Y IS FOR YES

The most beautiful word in the world. Customers want to hear you say "yes". They want your product or service. They want to find someone they can trust who will take care of their business. They are willing to pay a fair price to the right salesperson.

place when preparing a proposal, to look for customers by thinking about who most benefits from your product or service, and if I were your customer, what would I want to see.

Next, we will remind them to think about how prospects want to be treated. It's not an easy thing to do since every customer is different with different needs, temperaments and expectations.

But, every prospective customer wants to be treated fairly and with respect. They want honesty and, of course, the best value for their money.

Our focus on Etiquette in selling gives salespeople a reliable and time tested default when facing all sorts of selling situations.

**Your sales staff
can learn, or be reminded
of, these basic skills
over lunch for the
cost of lunch!
plus a vigorous
Q&A will follow**

