

Best Practices of WINNING Team Selling

Live Webinar

October 22, 2013 • 1:00 PM – 2:30 PM ET

Team selling occurs anytime there is more than one person on a sales interview. It can be a formal “dog-and-pony show” or a casual conversation. There are many advantages to team selling. However, the chances of making a fatal mistake in a team-selling situation increase exponentially with each additional team member.

This live webinar will teach you exactly what a firm needs to know in order to dramatically increase its closing percentage in a team selling situation. Learn how to avoid those selling situations that are really not opportunities at all, but a hunting expedition by the buyer to get free information and beat up their existing service provider.

Leave knowing exactly how to create and execute the most optimum team selling scenario possible based on our best practices study of more than 1,000 professional service firms.

Review the Advantages and Pitfalls of Team Selling

Create a Custom-Designed Presentation That the Client Wants to Buy

What to Do With RFP (Request for Proposal) Restrictions

How to Best Qualify the Client in Order to Determine If – and How – to Move Forward in the Sales Cycle

How to Create a Custom-Designed Questioning Strategy

Speak in Terms the Client Will Understand, Find Persuasive and That Gives You an Advantage Over the Competition

Package Your Product to Make the Value Most Obvious to the Buyer

Select the Correct Team Selling Members

How to Keep Control of the Sales Process in a Team Selling Situation

Closing the Sale for the Next Step in the Sales Process

Maximize Your Chances of Success in a Team Selling Situation

Keep the Team Selling Learning Process Alive

Increase Your Credibility in a Team Selling Situation

How to Answer Questions in Terms the Client Will Value and That Gives You an Advantage Over the Competition

The Ultimate Advantage to Committee and Large Meeting Sales Calls

Allan S. Boress, CPA, FCPA

Allan S. Boress & Associates

- Has been a business development consultant to the professions since 1980
- Trained more than 200,000 professionals in the arts of selling their ideas, personal marketing and client retention and worked 500 professional firms, such as KPMG and Deloitte
- Keynoted over 400 conferences
- Internationally-known speaker and author, Mr. Boress was twice-named One of the Top 100 People in the Accounting Profession by *Accounting Today Magazine*
- Named One of the Top 16 Consultants in North America by Inside Public Accounting
- Wrote, *The I Hate Selling Book*, originally published by AMACOM, a best practices study of how the top business producers across all of the professions close more business for higher fees
- Wrote, *Building Entrepreneurial People* (Harcourt Brace), which describes how to change the culture in a professional firm
- The American Institute of CPAs published *Mastering the Art of Marketing Professional Services: A Step-by-step Best Practices Guide*
- Co-wrote, *Best Practices of Marketing Professional Services*
- His seasoned insights into building client relationships and his talent for audience interaction earned him four consecutive annual Instructor Excellence Awards from the ICPA Foundation – an honor bestowed on only the top five of over 200 instructors
- Can be contacted at www.allanboress.com

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