



Chris Alexander

## The Winning Formula

- Do you want to sell like a "Super Star" regardless of the economy or competition?
- Do you want to close faster and have your buyers send you referrals?

### Partial Client List:

18/8  
 American Fuji Seal Corp.  
 Amylin Pharmaceuticals  
 Anaheim Police Department  
 Anaheim Fire Department  
 Anglo American Corp.  
 Aurora Biosciences  
 Barratt American, Inc.  
 Bath & Body Works  
 Borden Foods International Division  
 Borland Software Corporation  
 Bristol Myers-Squibb  
 Carlton International  
 Chapman University  
 D.R. Horton - Schuller Div.  
 Domino's Pizza  
 Fantastic Sams  
 Glaxo Pharmaceuticals  
 HomeAid America  
 Interior Specialists, Inc.  
 Johnson & Johnson  
 Lennar Corporation  
 Mercedes Benz  
 Meritage Homes  
 Nike International  
 Redken International  
 Roussell Pharmaceuticals  
 SupHerb Farms  
 Sun International Hotels  
 Texaco  
 The Limited  
 White Sands of La Jolla

# Synergy Sales Power

## The Art and Skill of Relationship Selling

### Presentation Overview:

If your team is hungry for answers and they are motivated and willing to apply what it takes to reach the top 2% in sales – then this presentation is for you and your team.

The Synergy Sales Power Presentation focuses on state-of-the-art principles and techniques that will effectively close more sales and build a larger base of loyal clients.

### Presentation Message:

Synergy Sales Power Presentations are focused on relationship/consultative solution-based selling. As your team goes through the presentation, they will discover the art of building trust quickly by portraying a confident knowledgeable presence and focusing all their attention on solutions to their customers' needs or problems. Your sales team will be taught how to build a "Synergy Bridge of Trust" through visible integrity based behaviors. They will also learn the skill of patient, open-ended questions and discover the customers' true desires. Once the Dominant Buying Motive has been established, they will then apply the skill of matching desires with your company's solutions or products; hence making the purchase process an exciting problem-solving and enjoyable experience; one which is easily and thoroughly repeatable.

Synergy Sales Power has been used by numerous organizations with outstanding success. It has many great concepts that apply to all businesses; however, we customize each program to ensure that your sales team will clearly identify with the skills taught.

### Audience Take Away:

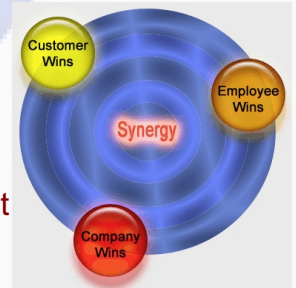
As with all Synergy programs, our instructional design is world-class, incorporating group dynamic experiential learning projects and memorable take-away learned principles.

### Perfect For:

- ✓ Conferences;
- ✓ Conventions;
- ✓ Sales meetings;
- ✓ Motivational Events;
- ✓ Product launches, etc.

**Audience:** Sales teams, leadership and management teams and all individuals and groups that aspire to excel.

**Media:** All conference audio-visual equipment speakers hands-free microphone and prior contact and discussion.



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