

André Diederichs

Sales (Selling with your Soul).

Selling Lessons from André book *BEMARK of BEVARK (Marketing or Bedevilling?)*

Contents

B E M A R K
OF
B E V A R K



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The end result of marketing must be sales. Actual Sales are the bottom-line for any business and therefore the true measurement of your success.

As Arthur Motley rightly stated: “Nothing happens until someone sells something.” Superior selling is where the mind meets the heart. This only happens if you can make an emotional connection with your client

Outcomes

Delegates will clearly understand that people do not only buy your core product or service BUT your “total product” - which includes you as a person and/or business and your core product. The challenge is to create TRUST

Target Audience

Business Owners/Entrepreneurs/Sales Managers & Sales Staff

Duration

30-60 minutes OR a ½-day workshop

Investment per organisation

Fees vary according to the organisation for which the presentation/workshop is done, e.g. corporate rate, non-profit rate (business chambers, agricultural societies)