

Many people resist sales scripting because they think it'll sound canned or rehearsed. But according to expert sales trainer, Eric Lofholm, even if you're winging it, you're still using a "script." Studies show that most great sales presenters open and close in the same way. So if you take your current scripts and add a few powerful techniques to them, you'll have unstoppable sales presentations. And in this audio, you'll hear some of those techniques. Eric Lofholm wasn't always an expert sales trainer. In fact, he started out flipping burgers and drifting through community college. And at one point, he even found himself bankrupt and homeless. So in this interview, you'll hear his incredible story of how he rose to the top and how he currently helps others get there too. More Key Information You'll Get From The Interview How to make sure you're not bringing a "negative view" of sales with you into your presentations – you may not even know you're doing it, but you could be costing yourself serious money Ways to make sure your sales scripts build enough value – so you can charge more for your products, and easily get it How having "comfort zones" could be hindering you from making the profit you deserve – and what to do about it What a master script-book looks like and how to compile the kind you'll be able to rely on for years to come All about Eric's "sales mountain" and his simple steps for climbing to the top Several examples of successful sales scripting stories – you'll be amazed at the difference a little tweaking can make What you can learn from the way children negotiate their deals – it's no surprise why parents usually give in to these natural little salespeople A few of Eric's open-ended closing lines that seal the deal without being too pushy According to Eric, it's important to keep a positive outlook on sales in order to be successful at it. And it's also important to have the kind of scripts that will allow you to know what to say in any situation and to any objection. But if you follow Eric's techniques, it won't be long before you're making the kinds of sales presentations that consistently bring in the big money.

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