

abundance
freedom
confidence
assurance
wealth
energy
create inspire



GLOBAL TELEPOWER TRAINING SYSTEMS

August 2006

Anna's Monthly Tips E-Zine!

GLOBAL TELEPOWER TRAINING SYSTEMS

First things first....

I will be out of the office for most of August enjoying an adventure discovering new wonders on the opposite coast of Canada - **The Maritimes**. It is the land of my heritage and my heart soars like a hawk when I smell the familiar blue spruce covered mountains, fishy docks and freshly baked bread.

September will bring renewed energy to deliver the **two most important programs** below. Will you join us on the exciting journey that builds key skills necessary to become a professional **TeleClass Leader**?

Or perhaps you'd rather take the sales training to boost your confidence and develop the aptitude required to become an authentic and powerful "**sales director**" for your business.



This Happy Client
Tells Us:

"Anna has given me the confidence, as well as the step-by-step process, to create and deliver compelling teleclasses. Her depth of knowledge and practical examples in

Upcoming September sessions – Secure your spot now!

Authentic, Gentle and Powerful Sales Training

- Learn the techniques that'll get you hired!

- **Decide** on ideal networking circles to become known and generate hot leads
- **Approach** potential clients, referrals and leads in non-invasive, considerate ways
- **Design** the right questions to ask that assess your clients desires and solutions to needs
- **Discover** how to recommend your services so clients see clearly "What's in it for them?"
- **Master** the "Art of the Easy Close" – you've set the stage, now get yourself hired!
- **Learn** to nurture and keep in touch with your happy clients so they refer others to you.

everything from NLP style to marketing to teleclass script writing, as well as her infectious enthusiasm and genuine support, conveyed exactly what she teaches...in a word, how to be a world-class teleseminar leader.

Susan Guarneri,
Career
Assessment
Goddess,
Assessment
Goddess

4 Hours of **Live** TeleClasses @ 11am PST, 2pm EST, 7pm GMT (UK)

September 6, 13, 20 and 27

Over ~~\$149~~ US in Value for only **\$99** US!

To Secure Your Spot

[REGISTER FOR SEPTEMBER PROGRAM NOW!](#)

"Anna Canary's sales teleclass is one of the best investments I ever made. I quickly achieved over 1000% ROI on my teleclass fee by using the sales techniques I sharpened in the teleclass. Whether you are an introvert (like I am) or an extrovert, Anna's sales techniques are extremely powerful and allow you to conduct the sales process with the utmost integrity, close the sale, and actually enjoy the sales process. Anna is a warm and skilled teleclass facilitator who gives 110% to her students."

-- Dan Johnson, CEC, Performance Mastery, www.performancemastery.com

Certified TeleLeader Training

For those of you who are determined to learn how to more confidently deliver professional teleclasses

7 Hours of **Live** TeleClasses @ 11am PST, 2pm EST, 7pm GMT (UK)

September 5, 7, 12, 14, 19, 26 and October 3

[For Course Outline and all the great Bonus Extras you get - click here!](#)

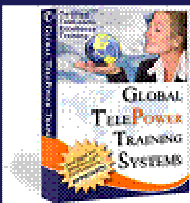
A ~~\$399~~ Value of 7 **LIVE Sessions** for Only **\$249** US!

To Secure Your Spot

[REGISTER FOR SEPTEMBER PROGRAM NOW!](#)

The Global TeleLeader Training Program is awesome. Anna is great. She will teach you from A to Z on becoming a TeleLeader and creating teleclasses. I highly recommend this program for future TeleLeaders.

David Flowers, President and CEO, Go Postal Productions www.youmustgopostal.com



This Months Tip!

It is time to give you **another juicy tip** designed to get you generating new revenue. This month, I am going to talk to you about:

The Elements of a Great Sales Presentation

In order to make money trading our wonderful products and services for revenue, we want to present our goods so prospects will **understand, respond to and buy**. People make most of their purchasing decisions based on emotion. So if we can speak to the heart of what they want and need, then they will have a “good feeling” about hiring us or buying our products.

Here is a way to present your information that will stimulate buying decisions. **Notice the order** in which I give these techniques. The order is very important. Most entrepreneurs skip or do a poor job of Step 3 and then wonder why their clients don't buy or hire them.

To present your information to **a potential client**, start with the basics and follow through:

1. **Introduction** – usually a potential client calls you or is referred. Sometimes you call them.
2. **Build rapport and trust** - .this is critical to your success, keep rapport all the way.
3. **Ask questions to uncover needs** – how can you properly talk about solutions your client might need if you don't ask them what their biggest worry, frustration or burning desire is? It is important to ask the **right** questions. Questions designed to reveal a need for your good results.
4. **Talk about your services** – being careful to focus on solutions to the problems or challenges you uncovered in step # 3. Learn to talk **more about results and benefits** and **less about how** you do something or your features. We need to stop “feature dumping”!
5. **Ask them to buy** – when you have done your homework in steps # 3 and 4, this part becomes easy. You summarize all the benefits of them going ahead and ask for the sale.
6. **“You are hired!” Or “I just made another sale!”**

To make a sales presentation **to a group of people**, you follow a slightly different approach:

1. **Introduce yourself and your business** and make rapport building statements based on research about them. A good way to do this is to search periodicals to see if they have had any positive news releases lately or acquired new contracts, etc. Then you can congratulate them on their success.
2. **State the situation as is currently exists** – based on prior research to uncover needs, state the situation they are in. It may be they are frustrated by a limiting system or time is being wasted or they are not getting the results they want. Get their agreement and be open to clarification and additional info.

3. **State the ideal solution** – not **your** solution...no not yet. State the **ideal** outcome..."Wouldn't it be nice if...(benefit, benefit)." Or "What if you could easily...(benefit, benefit)" Get their agreement again.
4. **Introduce your service or product** - and how it will provide the ideal solution they are looking for.
5. **Ask for the sale** – summarize the benefits and then ask them to make a "**yes**" decision.
6. **Be open for an objection or two** – they are great for eliminating little things that might get in the way of their decision to say yes. Overcome each objection and then ask again for the sale.
7. "**You are hired!**" Or "**I just made another sale!**"

I discuss all of these elements in much more detail during the **Authentic, Gentle and Powerful Sales Training** program (listed above). Please consider joining us in September to learn more and get better at this.



New E-Book!

Here is a **complimentary E-Book** that is a promotional tool for Corporate Business Trainers:

[Tele-Training: The HR Guide to Eliminating Training Costs and Boosting Productivity](#)



Please forward this EZine to others who you feel might benefit.

In closing,...

Every month in this E-Zine I will let you know what training programs are coming up in the month ahead. My goal is to **improve your confidence and inspire and motivate** you to become professional sounding, sales-oriented entrepreneurs and TeleClass Leaders.

Next month, we will talk about how to **overcome the urge to tell people about what you do too soon**. How to stop "**feature dumping**" and say what your customers need to hear most.

Learning, growing and doing it together!

Sincerely,

Anna Canary,
President and CEO,
Global TelePower Training Systems

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