

“Positively Magical Selling”

**Demolishing the psychological illusions that reduce sales, and
unleashing the reality that makes them soar!**

Keynote Motivation and Magic

**Effective selling is the
result of accurate beliefs...**

...beliefs about the sales process, the client, and oneself. Consequently, one's greatest obstacles to stratospheric sales success are *illusions*, faulty beliefs that lurk in the subconscious mind to lower self-confidence, undermine motivation, and reduce closing ratios.

***Smash the mental barriers
that limit sales!***

In this fascinating combination of classic magic, humor, and sales training, world-class illusionist Billy Riggs helps eliminate these psychological glass ceilings, propelling your sales force to higher sales and greater satisfaction.

Who should attend?...

Salespeople & Sales Managers

Salespeople will learn that...

- ◆ **Good salespeople are made, not born.** Diligent application of simple principles by anyone can improve sales.
- ◆ **Effective salespeople are good listeners.** Learn to replace statements with key questions that greatly simplify the sales process.
- ◆ **Customers don't care about the features of a product; they care about benefits.** Learn to turn product features into benefits the client will buy.
- ◆ **The cost objection is overcome by stressing value, service and benefits.** Most people will gladly pay more for a product which provides these attributes.
- ◆ **Enhanced self-esteem** is the first and essential step in overcoming debilitating psychological sales barriers.

***Make new and larger sales
appear out of thin air!***

***BRE* BILLY RIGGS
ENTERPRISES**