

**Gamey and Gamey Academy of Mediation in collaboration with  
PULSE AFRICA Inc.**

***Presents***

***Training Solutions - 2008***

**- Complete Customer Service and Sales**

Conversation for Change in your organization leads into complete customer service and sales which is full of complications. Some people are naturally skillful at sales, but more important is knowledge and understanding of your customer demographics, and using a sales system that can track key sales events is helpful. Below is the training programme offered by GGAM and PULSE Africa to help your organization achieve all you have been waiting for:

## **Seven Lead Conversation for a Solution**

### **1. Tip #1: Know Your Ideal Customer**

**If you can understand your customers' financial circumstances, you're halfway there. The other half is a simple psychological profile. Together, these demographic and psychographic models can give you significant insight into your customer's buying preferences.**

### **2. Tip #2: Create A Sales System**

**If you are not using a systematic approach to sales, you're losing business. Once you have a sales tracking system in place, use it for every lead, and know where they are in your system.**

### **3. Tip #3: Note the Sales Milestones**

**Certain events in the sales cycle are key indicators of progress. Knowing these and keeping tracking of leads in your system enable you to constantly improve your methods and to make more accurate sales forecasts. Conversation on key milestones is central to success to keep and add to clientele.**

#### **4. Tip #4: Know Why Customers Buy**

**Your sales messaging should show the results that customers believe they'll obtain by purchasing your products. Does your messaging outline the benefits of purchase? Naturally, your products should deliver those benefits.**

#### **5. Tip #5: Know Why Prospects Don't Buy**

**Knowing where in the sales process your leads drop out will show you where your sales system requires a paradigm shift.**

#### **6. Tip #6: Managing Differences**

**Industrial convulsion and fire-fighting between internal customers affects external customers, and will surely determine the financial health and future of organization's existence, growth, expansion, profits and progress. Consequentially, you will be trained in Self and Managerial Mediation to help deal with such hiccups**

#### **7. Tip #7: Partners-in-Change**

**Preventive is better than cure is an old adage my late father often used in teaching folk-lore, and it remains relevant in the new Century. Partners-in-Change is a combination of all the vitamins that organizations need to be energized to withstand the rapidly changing technologies and the sophistication of the human capital in business and industry. We have the arsenal to help you have a productive conversation to achieve more. Your organization will experience a new work system once your technical, cultural and people management systems are well oiled and in place.**

**These seven conversational leads has been designed to achieve more with PULSE DISCOVERY Frame, A 21<sup>st</sup> Century Discovery to help Small, Medium, Multi-national businesses, Financial Institutions and Government Business to experience change for best results**

**It is worth noting that Conversation defines the quality of relationships between Labour Management and Customers, and the effectiveness of the organization itself.**

For details check on [www.gameyandgamey.com](http://www.gameyandgamey.com) or send e-mail to [ceo@gameyandgamey.com](mailto:ceo@gameyandgamey.com)

You may also call: 233-22-303432, 233-24-4314193 or 233-20-8225187

