

HIGH-TICKET SELLING

ADVANCED SKILLS FOR
EXPERIENCED PROFESSIONALS



Read People Better

Reading people is possible because our minds and bodies are so connected that we cannot change one without changing the other. Salespeople who are better at reading and interacting with buyers increase sales volume and quality dramatically.

Besides increasing sales, your top professionals reduce the costs and time required to close sales. Thus, while other training is aimed at low performers, *High-Ticket Selling* has been created for the rest of your team.

High Ticket Selling

High ticket selling is a delicate process. The slightest doubt or hesitation can end the sale — with no second chance to save it.

Other sales programs and strategies have been developed for “low ticket” items. These models don’t work in high-ticket situations, where the customer faces a purchasing decision involving more than one month’s income.



People Act in Many Ways During a Sale

Buyers tend to get defensive with salespeople. They use subtle body language that is easier to decipher if you know what to look for and how to respond. With *High-Ticket Selling*, you can build rapport much faster than usual and help customers be more comfortable and trusting.



Avoid Traps With Ease

Hidden agendas, ulterior motives, comparative shopping, low bidders, multiple decision makers and a staggering array of other traps are common in most sales opportunities. *High-Ticket Selling* shows how to easily uncover and resolve most obstacles.

Even when customers are convinced, they may still hesitate. *High-Ticket Selling* teaches how to motivate customers to act without pressure. The typical “overcoming objections” phase doesn’t exist anymore — it has become obsolete, replaced by a seamless, objection-free process.

These are ADVANCED Skills

Most sales training programs don't help top sellers — Any attempts to change a successful salesperson's behavior must be consistent with their personal style and approach. Others teach either basic skills and techniques to improve poor performance, or are motivational programs that wear off quickly.

What *will* make a difference is a deeper understanding of each customer's buying process. With ***High-Ticket Selling***, entire teams increase their results including top performers.



A Ph.D. in Closing

“First call closing” is crucial for high ticket sales. *“First call closing”* means obtaining a tangible commitment to purchase on the first sales call at which the product, price, and terms are disclosed (not necessarily the first visit). ***High-Ticket Selling*** shows why it is critical to close on the first call and how to do it while maintaining excellent rapport throughout the process.

High-Ticket Selling is derived from practical applications of the concepts of six prominent doctors in psychology, including *Compliance Principles, Explicit Needs, NeuroLinguistic Programming, Hypnotic Language* and *The Precision Communication Model*.

A Unique Sales Training Program

Because it is based on insights into human behavior, ***High-Ticket Selling*** is compatible with any effective approach to sales.

High-Ticket Selling is unique and sure to achieve results for your entire team.

Sales is a lifetime career, demanding and deserving of a lifetime of study, and without continuous and challenging training, many good sales people decline.

This training is designed for seasoned, advanced sales people who sell high-ticket products directly to the consumer. This is not basic how-to training. This is training in the key psychological principles directing a buyer's actions.

High-Ticket Selling™ is the one sales program that your most important people need now!



Hal Slater

Hal has the three things you need most in a sales speaker — *real world* experience; a new, useful message; and the platform skills to bring the message home.

With over twenty years of successful frontline sales and sales management experience in automobiles and home improvements, Hal holds one of General Motors' highest levels of distinction — Gold Crest Salesmaster.

He is the author of two books, *First Call Closing* and *Secrets of High-Ticket Selling* plus a critically acclaimed video on sales, *The Gentle Art of First Call Closing*. His landmark work on buyer behavior has earned the recognition and endorsement of many noted experts.

Hal is one of fewer than two dozen people in Toastmasters International's distinguished history to have earned every one of their Speaking and Leadership awards.

"On-target, relevant, enjoyable. An intelligent, yet, simple approach to today's number one business priority - sensitivity to the needs of the buyer. I would recommend it to anyone who has a need to persuade convincingly and gently."

Denis Waitley, Ph.D., author
"The Psychology of Winning"

"Hal Slater is a masterful presenter whose original insights represent a quantum leap in the Art of Selling."

Brian Tracy, author
"The New Psychology of Selling"

Programs available on:

- High-Ticket and Advanced Selling
- Sales Training and Motivation
- Public Speaking and Presentation Skills

Some programs qualify for Continuing Education Credits. Call for details.



Testimonials

"Nonverbal and neuro-linguistic techniques are applied in a practical way to advance the sale, not just to advance the student's thinking...the ideas are worth at least ten times the price..."
Personal Selling Power Magazine

"The most practical, street-smart application of NLP yet to come to my attention. Hal seems to be at the cutting edge of converting sales from an art to a learnable discipline."
Dr. John Grinder — Cofounder of NeuroLinguistic Programming

"As you are aware, at today's prices, selling a yacht is asking a customer for a huge commitment. You provide the tools to get the sale! ...I wasn't prepared for your dynamic delivery, energy, and humor. You get an audience's attention fast, and you hold it."
George W. Brown, Executive Director — Yacht Architects and Brokers Association

"I have to say, we are extremely skeptical when it comes to outside trainers...Everyone was polled for their opinion...support for the program was unanimous. As you know, great salespeople have great egos, yet they all sensed that Hal is unique with something special to offer...I feel confident in saying that this program will produce lasting results."
Jamie Klein, Project Director — Marriott's Desert Springs Villas

"All of our salespeople have a minimum of twenty years of sales experience and many of them have thirty to forty years selling just RVs...Their enthusiastic response to your program speaks highly of the value of your unique material."
Hal Stewart, General Sales Manager — C&D Motorhomes

"As the owner of several dealerships myself, with over forty years in the automotive business...We brought Hal Slater from Advanced Communications Training in for a number of sessions and we can definitely see results. We have tracked it closely over a number of months and, when Hal holds a session, we sell more cars."
Charles B. McLean, Owner — Seaside Buick

"As one of San Diego's oldest and largest motorcycle dealers...plus the area's largest watercraft dealer, we consider ourselves to be quite knowledgeable on the topic of sales. You have advanced that knowledge and, as a result, our most experienced people are your biggest fans. That is quite an accomplishment."
Jerry Gilding, Owner — House of Motorcycles

"In our thirty plus years of home improvement contracting, we thought that we had seen it all. We were wrong. You really do have something new to offer. All of our salesmen found your material both original and useful. We recommend that anyone with a sales staff look into it."
Lee Sterling, Vice President — San Diego Roofing

"The class teaches one to experience sensory perceptions to much more acute levels than reached previously. It allows you to 'read' or anticipate people's actions or thoughts...I am much more aware of the interviewee's thoughts or feelings..."
Sgt. Bob Corey, Hostage Negotiator — San Diego Police Dept.

Advanced Communication Training
(888) 883-9979
www.advancedselling.com

HIGH-TICKET SELLING™
Moving customers
from thought
to action.