

# Secrets of Seductive Selling

*"80% of all products and services "Sold" are so because of the relationship created, Not the product or service." This statement reflects the most important factor in the "Buying" process. . . Trust! The client must like and trust the person which whom they're dealing. The success formula for all high achieving sales people is "Like, Trust, Buy." And in order for you to achieve this success strategy you must learn "how to" build successful relationships.*

Why do "Sales Trainings" have such a negative connotation associated to them? Because No-One likes to feel as if they're being "Sold." So, what then is a successful strategy for Selling? Well, the real answer is not in Selling your product or service, it's having your clients Buy! It's in your ability to influence your clients to Buy from you!

Because 93% of our communication is created at a non-verbal, or sub-conscious level, our first step in creating powerful sales skills is to have you watch, listen, and feel what your clients responds to, then influence those non-verbal, sub-conscious buying signals, Top sales professionals know we are not consciously in charge of our behaviors or the words we speak. To really be on top, you must become artful in the psychology of selling. This workshop will engage you with the fundamental communication skills to produce for you a million dollar mindset, empowering you and your staff towards true sales excellence.

You'll learn: Successful Relationship Strategies, How to build, Grow, and Maintain healthy and prosperous relationships in your life as in your sales career. Effective relationships! - the single most important key to unlock the door to successful buying strategies. Learn to create deep instant rapport with each client!

*"John, in my career I've had the opportunity to hire hundreds of professional trainers and speakers and I can say unequivocally that you rank with the best of the best!"*

Alan Randal - Director, Marketing & Sales, Well Point

*"Your specialized training reflects a great credit upon your organization for military applications which significantly contributed to the overall high state of readiness of the US Army Counter-Intelligence Team." (post 9/11) Chief Alan Gruel - US Army*

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## **Meet John James Santangelo**

Nationally acclaimed speaker, author, trainer, and success coach. John is a guiding force in empowering individuals, businesses, and corporations to excel at peak performance. John has the background and experience working with companies such as Learning Annex, as Learning Annex, CSUN-Northridge University, Mary Kay Inc, Well Point, Xerox, RE/MAX Realtors, Multiple-Sclerosis Society, Make-A-Wish Foundation the Teamsters Union, and the US Army counter-intelligence team. Whether looking to fill speaking engagements, meeting events, or corporate sales/communication trainings, John will help you achieve sales success!

## **Charli Jane Speaker Services**

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