

Sales is another word for communication with a purpose. The purpose is to connect your solutions with the needs of your prospect. The better your communication, the better your sales results. As obvious as this may seem, sales people often get lost. They forget how to investigate client needs and how to listen before providing a solution. Many of the leading sales programs and sales experts in the world have used and recommended the concepts and value of Center Stage as best-in-class when it comes to sales training and presentations. Center Stage is one of the most effective tools used by sales professionals to close more business.

Example

For more than three decades, *SPIN Selling* is top of the list as one of the most important sales books ever written. The author and one of the foremost authorities on sales effectiveness, Dr. Neil Rackham participated in an early version of what has evolved to become Center Stage. Soon after, his team at Huthwaite International, the sales training company he founded, participated. Since then, Center Stage has continued to influence and improve sales effectiveness for companies in all industries and of all sizes, from large to small.

Center Stage Tip

Center Stage teaches you how to appear confident even when the stakes are high; you and your client can better focus on meeting the client's needs, rather than having your attention distracted by nerves or apprehension. The appearance of confidence, under any challenging circumstance, involves a set of body behaviors anyone can learn. When you don't know what they are, clients are more likely to be dismissive of you and misinterpret what you have to say.