

Mark Mikelat
Business Growth Consultant

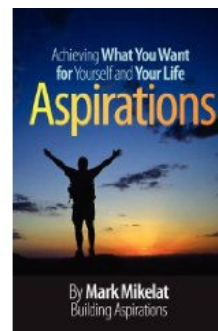
More Sales, More Customers, Less Work

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You can Laugh a lot, You can Learn a lot with Mick-a-lot.



Sell More of What You Already Sell. Learn The Secrets of Professional Selling.

Professional selling is tough. The key to success in the sales process rests in understanding the buying process. Do you know why your clients buy from you? Do you know the benefits that they seek from you? Do you understand why they buy from you and not a competitor? By understanding your buyer's motivation you can win more clients, sell more products, and grow your business. Learn to sell more to more clients with less work.

Learning Objectives

In this training you will learn:

- Why the sales process is about them, not about you
- The single most important factor in professional selling
- How to give to your clients first, to get the sale later
- How to get your existing clients to find new business for you
- What motivates people to buy something for \$99, but not something for 99¢

About Mark Mikelat

Mark Mikelat, the presenter for this workshop, has extensive experience in professional sales. He has successfully presented professional sales presentations to corporations all throughout the world. Some of his clients have included Microsoft, Coach Luxury Brands, Hewlett Packard, the Los Angeles School District and many others. His humorous programs are jam-packed with actionable and practical advice that business leaders can put into action immediately to increase their sales, win more clients, and grow their businesses. He is the author of multiple books and you can learn more about him by visiting www.BuildingAspirations.com