



## Comprehensive Training Solutions

Specializing in Travel and Hospitality Industry

### Presenting Options so Clients can't say "No"

It's not just about F-A-B (Features, Advantages & Benefits). Yes, they are important but that's not all.

- It's about what you say and **how** you say it
- Its about knowing how the **client wants** to hear the message
- It's about knowing what the **client needs** to know to make a buying decision
- Its about knowing **when** to say what and what not to say when, so the client can make an informed decision with **no buyers remorse**

Communicating in a manner that works for the client is essential to the entire sales process. However, it is critical in the 'Presenting Options' stage else we can lose the sale. In this fast paced 90 minute session Tara shares her techniques for presenting options in a manner which prevents objections. Instead the client realizes "This is exactly what I was looking for." And this is the key to closing the sale!