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A Distributive Education Course (Creative Selling)

Mississippi. State Dept. of Education

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SALES TRAINING IS

NO LONGER A LUXURY —

It is a necessity! Today, as never before, we are competing with people who have been carefully trained. We must work hard to keep ahead of competition!

“Creative Selling” is a **must** for the inexperienced or untrained salesperson. Experienced salespeople will find it to be a stimulating refresher course, from which they will gain new ideas and outlooks on their chosen profession.

The practical use of subject matter on the job will be emphasized. Extensive use will be made of audio-visual aids, and discussion by participants will be encouraged.

For Further Information, Contact

VOCATIONAL-TECHNICAL DIVISION

DISTRIBUTIVE EDUCATION

P. O. Box 771

JACKSON, MISSISSIPPI

A Distributive Education Course

**Miss. Department of Education
Vocational Technical Division**

Creative Selling
for Employees

**A free 10-hour employee training
course designed to:**

TRAIN INEXPERIENCED or UNTRAINED
SALESPEOPLE

EXPERIENCED SALESPEOPLE

REFRESH and STIMULATE

Co-sponsored Locally By:

PUBLIC SCHOOLS

CIVIC ORGANIZATIONS

MERCHANTS ORGANIZATIONS

**Are you willing to accept
new ideas?**

**Are you willing to work to get
ahead?**

**Do you really want to become a
professional salesperson?**

YOU CAN DO THESE THINGS!

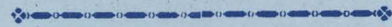
Three out of four salespeople need a better understanding of people, including themselves. They need a better understanding of what motivates the seller to sell and the buyer to buy.



Creative Selling

for Employees

TOPICS of DISCUSSION



HOW TO START A SUCCESSFUL SALE

HOW TO PRESENT and SHOW
MERCHANDISE

HOW TO OVERCOME OBSTACLES
AND OBJECTIONS

HOW TO CLOSE A SALE

HOW TO BUILD RETAIL SALES

—— PURPOSE ——

This course is designed to increase the salespersons ability to sell by emphasizing modern attitudes, methods and techniques essential for successful selling.

—— CERTIFICATES ——

An official certificate attesting to completion of the course, countersigned by appropriate officials, will be awarded at the closing session.