

CONCEPTS like "Time is money", "give value first" and "to gain friendships in order to sell better" were stated as key elements by the internationally known speaker Eddy Mayen from the Gitomer Institute. Mayen was the keynote speaker at the Sales Forum 2010, event which is organized by Paraguay Trade Fairs.

Through a dynamic presentation, the specialist cited fundamental concepts to become a great salesperson. One of the conclusions of the first part of the conference about the client-salesperson relationship was that 'friendship' is the most important quality of all, even above trust and loyalty since they cannot be attained without being friends first.

The speaker also pointed out the importance of the time factor and the meaning of how time is money to a good salesperson. He observed the need to be "on time" and punctual at all times as a quality that can help differentiate a salesperson. Also managing time of self and buyer/client during a sales call or a sales visit.

KNOWING THE CLIENT

Establishing rapport with a client is the single most important aspect of a transaction that can be attained by salespeople. It can be achieved by observation and listening for his needs when asking powerful questions that will help to get to the client better.

Mayen concluded that everything starts and ends with the salesperson, which must know his product and his clients, and be accepted by them as a friend. This strategy is easier for Latin Americans to apply since they are keener to make friends when compared to other cultures.

FORUM

Paraguay is the first South American country where the speaker holds a conference answering an invitation from Paraguay Trade Fairs, which organized the 4th Annual Edition of the "Sales Forum". The sales guru disclosed the secrets and techniques on how to train, motivate and transform a sales force in order to improve sales, gain new clients and make them loyal for life. The event was held at the Carmelitas Center and had a capacity crowd of salespeople, managers and other members from local companies.

Sales Guru Eddy Mayen reveals some secrets of great salespeople

**FRIENDSHIP, TIME,
AND TRUST ARE
KEY FACTORS**



EDDY MAYEN, from the Gitomer Institute was the keynote speaker at the Sales Forum 2010.

"There is still much to develop"

-Andres Bogarin - Paraguay Trade Fairs - Manager

Paraguay Trade Fairs stresses the importance of participating in the event.

According to the organizers, attending these types of conferences is important because they light up initiative, develop trust and commitment within the sales teams; they transform leads into results and clients into fans; they make other companies run; and they make clients say "WOW!"; they help close sales and make clients loyal. Furthermore because salespeople do not live from the sales themselves, but from the sales profitability, because the art of sales has changed, because winning is achieving more and producing more with less in order to have a stronger and profitable company.

Paraguay still has a lot to develop when it comes to sales; people must understand that all their actions within the company are directly linked to sales, even though they might be working directly in the sales department, said Andres Bogarin, Manager of Paraguay Trade Fairs and organizer of Sales Forum 2010

After expressing the importance of the event, Bogarin stated that "Starting from the person who answers the phone and going up to the Company's Manager, everybody is a salesperson and has to project an image of what they want and of what they want to sell"

The invited speaker for this event, Eddy Mayen, from the Gitomer Institute of the United States will also hold a conference in the City of Encarnacion tomorrow March 29th.

According to Bogarin, the conference will talk about the secrets and techniques of one of the world's most important sales experts and founder of the Gitomer Institute, the author Jeffrey Gitomer who has written about how to transform human capital into profit generators.

Eddy Mayen is a Gitomer Certified Speaker. Jeffrey Gitomer is the author of nine books and considered the global authority on sales and customer loyalty. He has presented answers that inform, challenge and entertain sales professionals from international companies like BMW, Caterpillar, Coca Cola, NCR, and hundreds more. Eddy is now pleased to bring Jeffrey's message to audiences throughout North and South America.