

THE KEY TO CLOSING A SALE ISN'T WHAT YOU SAY. IT'S WHAT YOU HEAR.

Most sales people spend too much time talking up the “selling points” of their product. But sales success doesn't come from knowing what you have to sell. It comes from understanding what your customer wants to buy.

“Listening Sells”

Knowing what to listen for – and knowing what to do with what you've heard – results in a shorter sales cycles and higher profits. This dynamic sales training program will teach you the skills of effective listening: how to zero-in on what your prospects are really looking for and focus their attention on the benefits of your product that answer their needs exactly.

Vince Morvillo: Sailing champion. Successful entrepreneur. And blind since birth.

Listening Sells is led by Vince Morvillo, a successful entrepreneur and national yachting champion. Blind since birth, Vince taught himself to see with vision rather than sight and learned how much can be accomplished through listening effectively.

“Listening Sells” will show you:

The keys to effective listening

What to listen for, and what not to

How to zero-in on product benefits that lead to sales

How to find a prospect's “pain points” and provide the relief they're looking for



The first blind person in history to win a national yachting championship, Vince learned that blindness could be a catalyst for creativity. Not being able to see as others do forced Vince to approach even commonplace situations in a non-conventional way.

Applying this way of thinking to other pursuits has led to extraordinary achievements in business and in his personal life. A popular and riveting motivational speaker Vince now helps others learn to “see with vision.”

To schedule the “Listening Sells” training seminar for your company,
call 713.829.2214 or e-mail dorinda@vincemorvillo.com.