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Book teaches successful selling

By LYN DANNINGER

WHILE there are many successful sales people who have published their own books, most have traditionally focused on their accomplishments rather than the steps that led to their success.

But Wollongong's Tom Karevski, after a number of years working successfully in sales and marketing, decided a more useful and practical tool would be a sales training manual for people either starting out in the business, or companies and individuals wanting to improve their sales skills.

Mr Karevski, who is a certified sales trainer, recently completed a training manual entitled *The Effective Sales Skills Training Manual*.

Mr Karevski said he believed the book would also be ideal for companies who wanted to improve their sales outcomes but who were perhaps reluctant to go to the expense of

hiring a sales trainer to work with staff.

For many businesses and individuals, there is a misconception that sales have to be difficult, according to Mr Karevski.

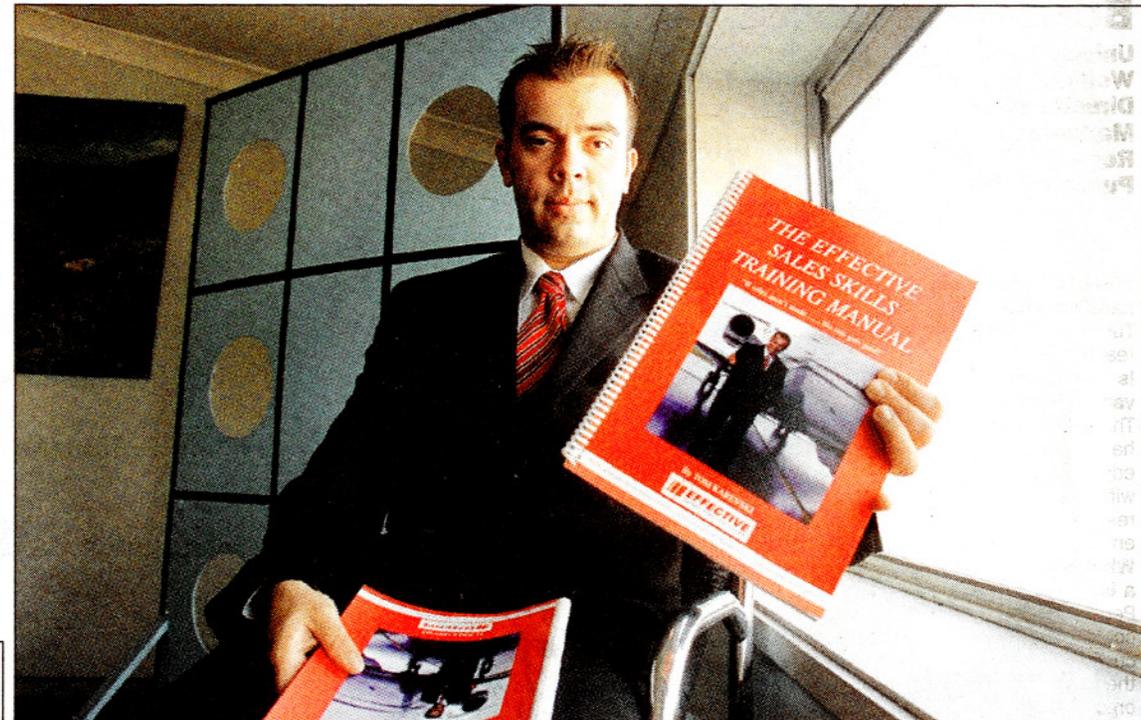
"I think that's one of the biggest myths," he said. "It's more of a case of not everyone using the same effective techniques to close the deal."

Another mistake commonly made by sales people is the assumption that someone does not want to buy a product.

"Until you ask, you don't really know," he said.

"You have to create a dialogue between you and the customer and then you will pick up small things through buying signals. You can then see if someone is genuinely interested or not."

The manual is available for sale both through Mr Karevski's website - www.effectiveas.com.au - and through amazon.com.



Passing on skills: Wollongong author Tom Karevski, a certified sales trainer, with his book *The Effective Sales Skills Training Manual*. Picture: DAVE TEASE

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