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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!**

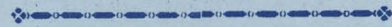
Three out of four salespeople need a better understanding of people, including themselves. They need a better understanding of what motivates the seller to sell and the buyer to buy.



# *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.