

## Show Notes - #6 – Sales and Business Development with Frances Pratt

Welcome to the latest episode of the 'The Forty Plus Business Show' podcast with your host Hunter Leonard, sponsored by Silver & Wise. In this episode we talk about the topic of sales and business development with Frances Pratt



Frances is the creator and founder of Kiss to Sell, a sales training and development program for both business owners and sales people.

She has a wide-ranging experience selling all sorts of products and services, and has quite a different approach to sales training. Her goal is to help the individual be more confident in being themselves and in understanding the customer and their needs and wants. She focuses not on the end point of the \$, but on all the small milestones along the journey from initial contact with a prospect to the first sale, and then the ongoing relationship from there.

Our discussion centred on the following topics:

- Listening to and understanding the prospect or customer
- What really makes a client IDEAL
- Understanding the customer journey and why a NO is as good as a YES

You can find out more about Kiss to Sell and Frances Pratt here:

[www.kisstosell.com.au](http://www.kisstosell.com.au)

Or connect with Frances on LinkedIn at:

<https://www.linkedin.com/in/franpratt/>

Get Frances's FREE E-book "11 SECRETS OF SALES CHAMPIONS" here

<http://kisstosell.com.au/order-now/kiss-to-sell-ebook-free>

You may also be interested in reading her blog article, which details the numbers that every sales person needs to know:

<http://kisstosell.com.au/sales-blog-for-people-who-hate-sales/2015-sales-numbers-exposed>

For more information on your host Hunter Leonard or Silver & Wise, here are some key contact details

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