

PROFESSIONAL SELLING SKILLS

Duration: 2 days

Course introduction:

This course will provide delegates with an overview of the essential sales skills needed to be successful. They will learn how to be prepared for any sale, deal effectively with incoming business and help the customer identify and clarify their needs opening up new opportunities. Highly practical in its approach the main focus will be on core skill development covering all aspects of sales and giving each delegate the opportunity to practise those skills.

Core competencies developed during this course:

- Understand the structure of the sale and the sales process
- Learn how to handle objections and develop powerful closing techniques
- Display and understanding of how to sell benefits
- Communication skills
- Understanding buyer types and how to adapt accordingly

Course Content:

Day One:

- Welcome and introduction & review personal objectives
- Role of the sales person
 - What does sales excellence mean?
- The sales process (overview)
 - Probe / Match / Confirm / Close
 - Selling features and benefits
- Essential sales tools
- Communication Skills
 - Questioning techniques
 - Active listening
 - Using your voice to powerful effect
- Preparing for the sale
 - Preparation & research
 - Establishing decision makers quickly
- Opening the sale ~ Constructing powerful sales stories

Day Two:

- Selling features & benefits
- Creating the opportunity
 - Presenting your product / solution
- Personal confidence and organisation
- Dealing with objections
 - Objections or buying signal?
 - Factual or emotional
 - Objections on price
- Closing the sale
 - When to close?
 - Recognising buying signals
 - Asking for the order
- Review personal objectives, summary & close