

Fundamental Selling Skills – Two Day Course

Who will benefit

Anyone who has a direct or indirect sales function in their role will benefit from attending.

Objectives

This course covers the methods and techniques needed to deliver improved sales performance. Participants will learn that selling is about building quality relationships, achieving great rapport and creating opportunity through preparation and organisation.

Preparation to Succeed

- Methods and structures to aid lead generation
- Background research
- Preparation
- Setting goals and objectives

Advantages over Competition

- Understanding strengths and weaknesses
- Unique selling points
- Explore ways to increase your market share

Achieving Maximum Impact

- First and lasting impressions
- Understanding 'Peak State'
- Understanding and achieving self-motivation

Communication Styles

- Personality projection
- Non-verbal communication
- Conversational Questioning

Questioning Techniques

- Using and handling questions confidently
- Types of Question
- Active listening skills

Building Units of interest

- Defining features and matching needs to benefits
- Create increased demand for your product or service
- Shape your proposition around your customer's needs

Objection Handling

- Understanding objections
- Techniques on how to overcome objections

Closing the Sale

- Gaining commitment to positive action
- Identifying buying signals
- Closing techniques

Action Plan

- Participants plan and discuss what they will do on return to work