

Workshop Summary

Effective selling is key to sustaining existing business and also to developing new markets and new accounts. This workshop aims to give participants the skills and techniques needed to win business and secure a rewarding and successful sales career. Starting with an explanation of the sales process as a whole, it covers the entire sales service. The importance of responding to customers' needs is stressed. This is a highly participative Workshop comprising tutor input, group discussion and role-play.

Who Should Attend

Those new to the sales function and those with some experience but no formal training in professional selling. Also, those who come into contact with customers.

Benefits to You and Your Organisation

By the end of the Workshop, participants will be able to:

- Plan and organise their sales activities
- Understand the psychology of selling, including the reasons why customers buy
- Make Appointments
- Present the product in terms of how it will benefit the customers business
- Adopt a problem-solving approach in dealing with objections
- Close a sale
- Build a long term customer relations

Workshop Contents

- The role and responsibilities of the sales person to the customer and company
- Defining the key phases of the sales process
- Setting sales objectives
- Understanding what we sell and why people buy
- Preparation, researching and planning
- Identifying decision makers: who to contact; when to call
- First impressions and interpersonal skills
- Effective communication-questioning and listening skills
- Presenting your product or service: selling the benefits, not just the features
- Understanding, handling and overcoming objections
- Negotiating for successful outcome
- Recognising the buying signals, closing the sale and opening the doors to future business
- How to keep the customer happy-building in customer care
- Putting it all into practice-individual role play and syndicate exercises
- Personal development plans

follow Up Workshops

Customer Care-Practical Skills for Delivering Service Excellence (SM1); Managing Difficult Customer Situations (SM4); Negotiating Skills-How to Achieve a "Win-Win" Outcome Every Time (MD5)
Any of our Workshops can be tailored and delivered In-Company. Contact us for more details

Dates On Application

Fees On Application