

Essential Selling Skills

Two Day Course

Who will benefit

Anyone who has a sales function in their role will benefit from attending. This course is suitable for all levels.

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. Delegates will develop insights into their own strengths and weaknesses and be coached to develop best sales skills and practices.

Preparation to Succeed

- Methods and structures to aid lead generation
- Background research
- Preparation
- Time management
- 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
- Achieving rapport and empathy
- Understanding and achieving self-motivation

Communication Styles

- Personality projection
- Voice, tone and manner
- Non-verbal communication
- Getting your message across
- Effective two-way communication

Personal Presentation & Impact

- Handling nerves
- Building confidence levels
- Projecting enthusiasm
- Utilising testimonies and references

Questioning Techniques

- Using and handling questions confidently
- Probing
- Summary
- Practice active listening skills

Features & Benefits

- Defining features and matching needs to benefits
- Presenting the price

Objection Handling

- Understanding objections
- Techniques on how to overcome objections
- Using objections as a closing tool

Closing the Sale

- Gaining commitment to positive action
- Identifying buying signals
- Closing techniques developed and practised

After-Sales Service

- Customer care and the importance of providing a full service

Action Plan

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

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