

Effectively communicating and selling to customers

Duration:

One day

Objective

This programme is delivered over two separate half-day modules.

Module one (morning)

Confident and skillful communication in the workplace should be central to everyone's role, however too often issues arise purely as a result of poor or ill-thought out verbal communication. This practical short course will demonstrate tools and techniques you can use to communicate better with everyone - especially customers. Central to the delivery of this programme are understanding important elements of emotional intelligence which demonstrate how to rescue potentially costly situations where communication appears to have broken down.

Module two (afternoon)

The second module provides delegates with an understanding of the sales process and the vital role that plays within any organisation. It will also provide tools for overcoming objections, how to suggestively sell effectively as a result of exploring the customer's needs as well as the importance of closing the sale.

Contents

Module one (morning)

The difference between communicating ideas and selling ideas
Barriers to good communication
Transactional analysis - Parent, Adult, Child theory
How behaviour and personality influence the way people communicate
Communicating more effectively individually
Using different styles of language to build rapport
Dealing with difficult situations

Module two (afternoon)

'Selling' is not a dirty word
How selling leads to job security - a quick study on the immense impact your role can have on the business
Step in selling
What to sell
Suggestive selling
Handling objections and overcoming hesitation
Selling additional and/or related items
Offering alternative items
Selling high profit / better quality items
Closing the sale
Checking satisfaction

Who should attend

These modules are ideal for anyone employed in a customer facing role.

Course benefits

The importance of communication, tone and body language are covered and, regardless of experience, this course will identify and rectify any bad habits that may have been allowed to develop.

Additional information

This short course can be delivered as an introduction or as a refresher for your customer-facing team, whether they deal with customers over the phone or in person.

Certificates

All delegates who successfully complete this course will receive a certificate of attendance.

Trainers background

The trainer for this course has extensive experience in design and delivery of sales related training programmes. They have been successfully delivering training to both public and private sector organisations for over twelve years and previously held a number of senior sales positions in variety of industries.