

An Introduction to Selling Skills

Duration:

One day

Objective

Our selling skills programme is an excellent one-day, hands-on workshop that introduces salespeople who are relatively new to sales, or who have had no formal professional sales training, to the concept of selling effectively. It includes carefully and skilfully investigating and identifying the true needs of the customer and demonstrating to them the value of your product or service in meeting their need. We concentrate on the fundamentals of salesmanship whilst going well beyond traditional sales concepts. Your competitors may be quick to 'dive to the bottom' on price in order to gain market share, however this training programmes focuses on how to stay firm on price and increase sales by convincing customers of the value you offer.

Contents

By the end of this course each delegate will be able to:

Understand why people buy

Use a systematic approach for contacting and selling to customers

Set meaningful business and personal objectives for every sales call

Make worthwhile appointments on the phone

Design an agenda for meeting a potential customer for the first time

Recognise and respond to buying signals

Use simple, but effective, communication skills to establish what their customer really wants

Identify and sell the benefits, not the features of the products

Close a sale successfully

Who should attend

Sales people with little or no experience and no prior professional sales training. This programme will help individuals develop a positive, ethical and sound commercial approach to selling their companies products and services.

Course benefits

This course will ideally benefit people who are new to the role of sales or for those who would like to develop closer relationships with existing clients and develop a stronger more confident 'account management' approach.

Additional information

This interactive course provides delegates with the key skills required to deliver excellent sales service to all prospective and existing customers in order to maximise the sales potential of the company.

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.