

## Advanced Selling Skills

### Duration:

Two days

### Objective

The aim of this course is to enable delegates to forget the 'hard sell' approach, and to develop the skills required to achieve repeated success by improving their selling techniques. This course focuses particularly on the emotive reasons why people buy and how you can build the business of your existing client base and the tools you can introduce to help you win new business more quickly and with greater conviction.

### Contents

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

- Explain the differences between marketing, selling and negotiation
- Control the sales interview by recognising and responding to the different ways customers like to communicate
- Use simple body language techniques to build a professional and trusting relationship with their customers
- Demonstrate the benefit of selling by objectives
- Use different types of questions to establish customers' buying motives and gain positive commitment
- Identify and sell the benefits, not the features of their products
- Use a structured product brand talk to present proposals to their customers
- Practice a simple structure for handling objections

### Who should attend

Account Managers and Salespeople with experience of selling (either on the telephone or through face-to-face sales) and wish to develop their communication skills will benefit from this course. It will also prove extremely useful for salespeople who have received formal training in the past and wish to introduce some new ideas into their pitches and approach.

### Course benefits

- Learn how to move away from the basic selling relationship to a consultative selling and relationship-based customer retention model
- Develop your knowledge, skills, and behaviours in your consultative selling role
- Learn relationship selling skills which will help you build sustained relationships with important customers by pro-actively anticipating their needs
- Develop your consultative selling competencies which will maximize the business relationship with your clients
- Sharpen your interpersonal skills and communication behaviors to manage the relationship more effectively

### Additional information

This course is a practical and highly participative programme. The trainer begins by considering the role of each delegate and analysing the logical sequence for building sales. Great consideration is given to fundamental questions about the nature of persuading the various types of customer. This is followed by a pragmatic insight into each juncture of the sales cycle.

### 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.