

Sell! Sell! Sell!



SUITABLE FOR

Those new to selling – both tele and field sales. Acts as a good refresher to those with more experience.

DURATION

1 day (9 a.m. – 4.30 p.m.)

STYLE

Workshop based. Highly participative with a mixture of discussion, exercises, activities and role-play.

OBJECTIVE(S) OF THE WORKSHOP

The purpose of this session is to give participants an opportunity to learn and practice sales techniques that will help them win sales and build a great relationship with clients. By the end of this workshop, delegates will have a good understanding of how to structure an effective sales call, recognize buying signals and overcome objections.

MODULES INCLUDED

- What is selling?
- Total selling - understanding the sales process.
- What is Salesmanship? The Circle of Success.
- The psychology of the sale.
- The importance and benefits of research and preparation.
- Creating openings that count.
- Building rapport and establishing a real need to buy.
- Making a sales presentation that leaves the customer wanting more – selling value and benefits, not facts.
- Ways to close and gain the order.
- Recognising buying signals and using them to close the sale.
- Handling objections – changing the frame.
- Further sales through effective customer care.

PRE-COURSE WORK

Delegates are asked to bring along the following:

- Their sales objectives (if any)
- Details of two leads/potential clients.
- Examples of objections they encounter:

A short telephone coaching session with each of the individual participants will take place prior to the workshop to help identify specific needs and expectations.