

# Sales for Non Sales People

1 Day SKP

## OVERVIEW

Being in the back office doesn't always keep one out of the firing line. How can one best support the organisational objectives and targets?

This one-day interactive workshop will provide participants with an understanding of the sales environment and give them basic skills required to meet client challenges.

## DESIGNED FOR

This course is ideal for any member of administrative and support teams working in a sales organisation. Whether their contact is written, on the phone or face-to-face this course will provide the basic understanding of the sales process and sales psychology so that they won't ever feel out of place.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Understand the psychology behind the modern day purchasing decisions that their customers make.
- Recognise how to make positive connections with every customer every time.
- Develop basic sales skills.
- Handle every objection professionally and productively.
- Manage challenging customer behaviour.
- Understand customer needs.
- Promote their own organisation.
- Be aware of their strengths and limitations.
- Prepare a personal development plan.

## TOPICS COVERED

### Understanding Sales

- Why people buy and how we sell. The principles of selling, influencing and persuasion
- What is a sales process?
- The profile of a sales person

### The Basic Skills

- Why we need to question
- Active listening – not an option
- Building your confidence and keeping motivated
- Basic sales techniques
- Basic influence and persuasion skills
- Building rapport with customers

### Your Role in Sales

- Managing your sales team and their expectations
- Identifying new business opportunities
- Customer retention
- Promoting your organisation

### Understanding Customers

- Why the customer is always important but not always right
- What does the customer need?
- How you can help with customer relationships
- You are a customer

### Personal Development

- What you will change back in the workplace
- What else do you need
- Next steps

## EXTRA NOTES

*An equivalent course is available in Arabic. Please call us for details.*