

Successful Selling Techniques

2 Days STQ2

OVERVIEW

This two-day interactive workshop focuses on a dynamic sales process that will assist participants to develop a more structured sales approach and enable them to quickly develop the skills and techniques that can enhance their sales performance.

The workshop will include proactive group work and real life scenarios which will be enhanced through detailed feedback from their facilitator and peers to enable them to feel more confident in their ability to meet market challenges. At the end of the workshop they will be able to take away a set of questioning techniques.

DESIGNED FOR

Suitable for those with a basic understanding of sales or who are looking to refresh and extend their current sales approach. This course will bring each delegate's sales skills up-to-date.

LEARNING OUTCOMES

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

- Develop questioning models that engage customers to buy by choice.
- Adapt their sales style to match the customers buying style.
- Understand the buying process.
- Guide the customer through the conversation to identify key needs.
- Make effective cold calls that produce appointments.
- Develop appropriate tactics to match the type of sale.
- Practise and review their sales techniques.
- Gain and retain the customer's attention.
- Increase the customer's perceived value of their product or service.
- Keep a healthy mindset in a tough market.
- Produce their own personal development plan.

TOPICS COVERED

Preparing for Sales Success

- Positive thinking - planning to succeed
- Knowing your product/services - preparing to meet all objectives

Managing the Sales Process - Successfully Meeting the Client's Needs

- Understanding why customers buy - needs and added value not wants and features
- Opening the sales interview - and building rapport
- First impressions - why should they buy from you?
- Gaining and retaining the full attention of the customer
- Probing and identifying real needs
- Matching customer needs and wants to products and services available
- Recognising buyer signals

Techniques for Professional Selling

- Building the relationship with your client
- Offer analysis - putting together the different elements of the offer for maximum benefit
- Understanding the sales process
- Reading and using non-verbal communications effectively
- Decision making and the key influencers

Successfully Closing the Sale

- Recognising and seizing opportunities
- Adapting your sales style to the needs of the customer
- Anticipating objections
- Getting to the real reason for objections - and overcoming them
- Handling objections using APAC
- Creating a long-term relationship - establishing customer service

Personal Development

- Preparing a personal action plan



EXTRA NOTES

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