

Sales Skills

Why attend?

Learn necessary skills to enhance sales and gain insight into customer relationships. This intensive course will help improve selling techniques and build long term customer relations.

How long is the course?

2 Days

Outcomes include:

The key to success in sales is the ability to manage oneself. This component of the course addresses attitude, self-management and the formation of success habits through the emphasis of self-discipline, effectiveness and strengthening of confidence.

Day two focuses on skills training aimed at enhancing strengths in the core activities a sales professional must master for success, including: Prospecting, cold calling, communicating and presenting, overcoming objections, closing and referrals.

- Lesson 1:** Selling Basics
 - Identify Buyer motivations
 - Identify types of selling
 - Select the correct sales approach
 - Select the best communication method

- Lesson 2:** Preparing to Sell
 - Use your time effectively
 - Use the sales cycle to increase the probability of the sale

- Lesson 3:** Finding and Qualifying Prospects
 - Identify potential sources
 - Develop the ideal customer profile
 - Qualify a sales prospect

- Lesson 4:** Gather specific information about prospect
 - Plan and present your sales presentation
 - Close the Sale
 - Timing
 - Trial Closing
 - Negotiation
 - Test the Waters
 - Closing Techniques
 - Role Play

- Lesson 5:** Following Up After the Sales Call
 - Determine the appropriate follow up method
 - Develop a customer service program