

Selling for Success

Who should attend?

Whether you are new to selling or have long term experience and expertise, this course will help you to further improve your sales skills in all situations.

Course Content

- How you can increase your individual motivation for success.
- How to prepare and plan to sell – qualifying and prospecting, fact-finding with lapsed customers, selling more to existing ones.
- The 6 crucial P's: Proper Planning Prevents Particularly Poor Performance.
- Working to achieve goals and meet your targets.
- Selling the appointment by phone – the steps of Preparation; Respectful Openers; Key Question Openers; Fact-finding Questions; Statements; Timing Appointments for Positive Results; Do's and Don'ts; Overall creating Quality Prospects and Appointments with Decision-Influencers and Decision-Makers.
- How to prepare for the Sales Appointment/Meeting, Motivationally-fuelled and ready to go, Personality, Positive Attitude, Energy and Persistence in place.
- Do's and Don'ts for the Reception area; Face-to-Face with the Prospect/Customer, Body Language; The Meet and Greet; Probing Open Questions: Confirming and Alternative Choice Questions; Selling the Benefits; the USP.
- Reviewing other products for the Prospect; other Prospects for the Products; Working with and Overcoming Objections; Actively Listening; Closing the Sale or commitment to the Next Step. The Follow-Up.
- Golden Rules for you for Success.

Key Benefits

1. Sales boosting ideas you can use immediately.
2. Key point notes you can use as “Refreshers.”
3. Prestigious attitudes training certificate.
4. Training at your own premises. Or Open Scheduled courses.