



SELLING SKILLS For Customer Service

Course Introduction:

This training program teaches basic selling skills, introducing participants to tools and techniques for selling in a way that makes it easy for buyers to buy. It is designed to build confidence in making the initial contact with the potential client or customer.

To underpin our sales training, we help participants to understand the psychology and principles of buying and selling.

Course Objectives:

By the end of this two day training course, the participants will have:

- Understood how customers buy and the sales process to match the buying cycle
- Recognized their beliefs about selling
- Created a great first impression and professional opening to a sales conversation
- Demonstrated how to build rapport with a customer to cement a trusting relationship
- Demonstrated how to listen effectively and to ask questions to uncover customer needs and opportunities
- Practiced introducing services as benefits to meet needs
- Acquired some successful strategies for handling customer concerns and objections
- Practiced gaining commitment from customers

Who Should Attend?

This training course provides an introduction to sales for anyone new to selling or with no previous sales training. As a company, we offer a choice of sales training course to meet different sales capabilities as well as bespoke training programs to meet specific organizational goals.

Course Outline:

- The psychology and principles of selling
- First impressions
- Building trust and rapport
- Questioning and listening to uncover customer needs
- Features and benefits
- Handling concerns and objections
- Gaining commitment

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session