



ADVANCED SELLING Skills

Course Introduction:

Selling today is more competitive than ever before. Sales success demands a new breed of calibre professionals with advanced selling skills. Whatever the factors that helped salespeople to where they are today is not enough to keep them there. Corporate survival today is absolutely dependent on a world-class sales force. By employing the best-trained, most highly-skilled salespeople, the company can influence positively its own destiny.

Course Objectives:

By the end of the program, participants will be able to:

- Identify their market and its main players.
- Conduct a SWOT analysis to enable them to properly position their products/services.
- Respond to customer needs in order to adapt their selling approach to those needs.
- Provide advanced selling knowledge and skills for dealing with customer objections.
- Gain awareness of professional behavior during all phases of the sales call.
- Explain how to develop a long-term relationship and partnership with their customers.

Who Should Attend?

All senior sales representatives and professionals, key account sales staff, sales managers and supervisors.

Course Outline:

Targeting your Market

- Competitive Analysis
- Market Segmentation
- Product Positioning
- SWOT Analysis:
 - ✓ Strengths
 - ✓ Weaknesses
 - ✓ Opportunities
 - ✓ Threats

The New Selling Process

- Stages in the Selling Process
- The New Selling Process

- Recent Trends in Personal Selling:
 - ✓ Relationship Selling
 - ✓ Consultative Selling
 - ✓ Team Selling
 - ✓ Sales Force Automation
- The Sales Competency Model
- Dealing with Difficult Personalities:
 - ✓ Understanding Clients
 - ✓ Examples of Difficult Behaviors

The SPIN Sales Model

- The S.P.I.N. Concept
 - ✓ Situation
 - ✓ Problem
 - ✓ Implication
 - ✓ Need Pay-off

The Art of Negotiation

- The 5 Negotiating Styles:
 - ✓ Avoiding
 - ✓ Accommodating
 - ✓ Collaborating
 - ✓ Competing
 - ✓ Compromising
- Barriers to Successful Negotiation
- The Do's and Don'ts of Negotiation

Building a Long-Term Relationship with Customers

- Definitions of Customer Service
- Elements of Customer Service
- List of Critical Variables
- The Four Trust Builders
- 7 Things Every Salesperson Needs to Know

Course Certificate:

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

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
- Discussion
- Presentation

Course Fees:

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

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