



COMMUNICATION SKILLS For Sales Personnel

Course Introduction:

The aim of this course is to stimulate you to think about what, why and how you communicate. The course will help you develop a basic understanding of communication theory, process and techniques at organizational, managerial and personal levels.

This course aims to provide participants with a strong framework for the development of practical communication skills in organization settings.

Course Objectives:

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

- Understand Sales, Marketing and Marketing Communication
- Understand Customer behavior communication process
- Understand Sales and Sales Closing

Who Should Attend?

Supervisors, managers, and staff who, as part of their work need marketing communication.

Course Outline:

INTRODUCTION

- What communications do you need to create?
- Review of workshop objectives

CLEAR AIMS, CLEAR ACHIEVEMENTS

- The skills and the mindset of top performing sales people
- Understanding the psychology and cycle of the buyer
- Gaining the confidence and skills to communicate value the steps of the sale

UNDERSTANDING THE CUSTOMER

- Questioning
- Listening
- Becoming more aware of self and others
- Buying psychology and the buying cycle

GETTING ATTENTION

- Crafting the one minute pitch and the storyline
- Presenting ideas with greater impact

MAKING THE SALE

- Focusing on value, not features
- Dealing with obstacles and difficult questions
- Knowing how and when to ask for commitment

WORKSHOP EVALUATION & ACTION PLANING

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

