



BASICS Of Effective Selling

Course Introduction:

This course increases your chances of obtaining sales success, also it reduces the uncertainty of the selling process and provides robust skills for selling effectively across a range of business situations. The sales course initially focuses on communication skills and then allows you to tailor a range of proven techniques to your individual style.

By applying the principles in this sales course, your level of sales success should immediately increase. To achieve this, you will learn how to prospect, engage the customer, deliver the sales proposition by focusing on features and benefits, overcome objections and then close the sale.

Once you attend this sales course, you will be able to readily apply your new skills on the job for creating an immediate return on your training investment. This training course will transform your sales capability and give you stronger results.

Course Objectives:

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

- Identify the core skills required for effective influence and negotiation
- Recognize and implement different influencing and negotiating styles
- Remain flexible and adjust their negotiating approach to different people or circumstances
- Use questioning and probing skills to uncover underlying interests from stated positions
- Create real buying emotions in the customer
- Ask for referrals at point of sale
- Use referrals strategies and techniques
- Close the sale

Who Should Attend?

This sales techniques course is suitable for all people involved with selling who are looking to develop their skills around core selling principles, including sales representatives, territory managers and sales managers.

Course Outline:

- ✚ **Prospecting for New Business Opportunities**
- ✚ **Personal Preparation & Initial Contact – Mapping out a strategy for personal preparation and building the language patterns of the greeting and initial contact**

- ✦ Understanding Customers
- ✦ An exploration of what drives customers to buy
- ✦ Learn how to create a memorable, confident first impression
- ✦ Identifying the right client and contact
- ✦ Understanding the Telephone as a Business Tool
- ✦ Getting past the gate keeper
- ✦ Making a first impression
- ✦ Selling Yourself First
- ✦ Opening a sales call with impact
- ✦ Rapport Building – How to build rapport
- ✦ Learn pre chat skills that increase sales
- ✦ Overcoming sales nerves
- ✦ Identifying Needs – establishing the conditions necessary to ask questions without offence and crafting questions to uncover appropriate sales information. The sales funnel
- ✦ Building resilience and dealing with rejection
- ✦ Qualifying a client
- ✦ The Relationship Selling Model – an overview of the basic content and model structure
- ✦ Understand logical vs. emotional selling
- ✦ Sales Presentation – Select the appropriate elements for the sales presentation
- ✦ Sales Presentation experiential exercises. Presenting With Impact
- ✦ Building the appropriate language patterns
- ✦ Customer Centric Questioning Strategies
- ✦ Identifying, Creating & Presenting your Unique Selling Proposition/s (USP's)
- ✦ Dealing with Day to Day Objections. Reduce objections before presenting prices
- ✦ Commitment to Action – Learning how to ask for the sale or some other form of commitment to action. Crafting the language patterns
- ✦ Price negotiation
- ✦ Closing the Sale. Establish a solid foundation for closing. Modern Ethical Closing
- ✦ Wrap up and Final Q & A

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