

## Sales Training – A Generic Sales Course

### Learning Objectives

This sales course can be presented at a basic, intermediate or advanced level, over 2 or 3 days. It teaches a mature structured approach to selling. With emphasis on the human aspects of selling, building rapport, asking questions, understanding & developing customer needs and influencing the Closing Criteria.

Delegates are taught the importance of qualification prior to and during the sales process. Classic techniques such as social styles, handling objections and closing techniques are discussed in depth. Most importantly this course gives the sales person a structure to enable them to remain focused, efficient, positive and in control during the sales cycle. As well as giving tips on building and monitoring their sales career.

### Pre-Requisites

This course is aimed at anyone who is either in sales or sales management, who would benefit from revision and new ideas. As well as someone who is considering a career in sales.

### Topics:

#### Role of the Salesperson

- The Changing Role of the Salesperson
- The Psychology of Success

#### Consultative Selling & Skills Competence

- 6 Steps to a Consultative Sale
- Responding to the Clients Needs
- Consultative Selling Theory
- The Sales Process
- Levels of Competence

#### Telephone Skills

- The 3 Key Elements
- Telephone Customer Relations
- Etiquette & Helpfulness
- Dealing with Complaints
- Script or No Script?
- Prospecting (Finding the Customer)
- Getting the Appointment
- Building Rapport
- Self Evaluation

#### The 5 Dynamic Skills

- Establishing Credibility & Rapport
- Interpersonal Skills/Social Styles
- Listening Skills
- Identifying Needs
- Presenting Features/Benefits

#### Handling Client Resistance

- Objections
- Scepticism
- Indifference

#### Closing Skills

- Timing
- Buying Signals
- Skill Model for Closing
- The Close

#### Referrals

- When/Where/How
- Value of Referrals

#### Follow Up

- Whose Responsibility is it?
- Courtesy Calls
- Delivering the Promise

#### Business Planning

- Your Own Mission (WDYNFY/WDYWYF)
- Dealing With Targets
- The ½ Hour Business Plan
- Implementing & Monitoring the Plan
- Interpreting the Statistics

#### Time Management

- Planning Time
- Recognising Timewasters
- Tips for Effective Time Management

#### Stress Management

- Dealing with Stress
- Danger Signals at Work/Home
- Coping with Stress