



EFFECTIVE SELLING SKILLS

OVERVIEW

In the current economic climate competition is rife and potential customers are increasingly willing to research and shop around in order to gain value for money. Excellent sales skills are of vital importance in this difficult environment. On completion of this course participants will have acquired a wide range of best practice sales skills and techniques in a range of media including over the telephone, by email and of course face-to-face

Duration: 1 Day

OBJECTIVES

On completion of this programme, participants will learn how to:

- Prepare effectively for sales calls, presentations and pitches
- Assess customers' needs and wants
- Sell persuasively step-by-step
- Overcome most common sales challenges
- Deal with difficult customers
- Enhance communication, questioning and listening skills for successful selling
- Make that sale through a range of media

SUMMARY CONTENT

- Learning about the psychology of selling
- Understanding the principles of selling
- Achieving excellence in customer service
- Implementing best practice sales techniques
- Enhancing interpersonal and negotiating skills during sales
- Learning different selling techniques and models for different situations
- Understanding buying signals and techniques for growing the order
- Developing a personal sales strategy and action plan