

SUCCESSFUL SELLING SKILLS

(2-Day Workshop)

This Programme is designed to help sales staff to improve their selling skills and to learn different styles of selling. And, to know when and how to use these skills and styles, in order that they can effectively sell and promote their products or services; increase their productivity and make additional sales of related products/services.

Objectives:

- ◆ To develop and practice the skills, behaviours and techniques of successful selling.
- ◆ To provide an opportunity to practice these skills behaviours and techniques in a variety of sales situations.
- ◆ To develop the skills of making additional sales of related products; and increasing sales volume.

Learning Methods:

The workshop is fully participative, and delegates will practice the skills and techniques involved in all stages of the selling process; and review and refine the use of those selling skills.

The learning methods to be used will include:

- Inputs and demonstrations on the selling process, skills and techniques.
- Delegates practising and developing the use of the selling process, skills and techniques by carrying out:
 - Sales Exercises and Role Plays.
- Reviewing and refining the use of these skills.

Who Should Attend:

Managers and staff members who sell products or services to clients, customers or internal colleagues.

CONTENTS OF THE WORKSHOP INCLUDE:

- The Role of the Sales Person and the different Styles of Selling.
- The Selling Process and the Steps Involved.
- The Sales Meeting, and the Planning and Preparation involved.
- Opening the Sales Meeting - First Impressions.
- Using Questioning Skills to identify your Client's:
 - Needs: Buying Motives: Possible Objections.
- Different Types of Needs, and How To Determine Their Importance.
- The Four Main Buying Motives and how To find out the Prime Buying Motive.
- Presenting Your Product/Service.
- Linking Client Needs and Buying Motives - To Benefits.
- Identifying and Dealing with Buyers' Objections.
- Common Objections: Discussing Price Issues.
- Ways of Trading Concessions.
- Closing the Sale:
 - Timing: Types of Closes.
- Making Additional Sales of Related Products/Services; and Increasing Sales Volume.
- Handling Complaints & Regaining Lost Customers.

Number Of Delegates

Because of the interactive nature of this workshop, a maximum number of 12 people can attend the workshop.

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