

## **Selling Skills**

The importance of building relationships is crucial to sales success. If you develop the relationship you gain the sale, the principle of 'people buy people,' is crucial to the business. Individuals are taught how to sell without resorting to high-pressure techniques. Participants explore how to use words, images and voice techniques to persuade and influence the listener. The way to understand and deal with customers through understanding behaviour and improving communication skills and providing techniques for when staff encounter difficulties. Participants learn how to use rapport with customers or potential clients and how to uncover what the client really wants using effective questioning techniques.

The need for sound, logical planning is established to ensure that selling starts in the correct manner. Emphasis is placed on how to use the appropriate professional and ethical selling techniques needed to progress each potential 'sale' through to placing the order.

The importance of responding to the customer's needs is stressed. Individual sales styles are assessed and each delegate develops a personal action plan for their future sales career. If the sales staff develop an understanding of themselves, they can then learn how they flex their own style to the different customers they encounter. Tailoring their approach to different situations.. Understanding different personalities and the best way to respond and influence buyers.

The whole sales process is explained and delegates are taught the importance of developing a sales plan. The need for sound, logical planning is established to ensure that selling starts in the correct manner. Emphasis is placed on how to use the appropriate professional and ethical selling techniques needed to progress each potential 'sale' through to placing the order.

This programme develops sales professional so that they can build a successful and rewarding career. Confidence and ability are developed throughout with a series of practical exercises using workplace scenarios. Participants are encouraged to bring and develop real-life scenarios so that they have an immediate impact on return to the workplace.

### **Who will the course benefit?**

All those who need to enhance their selling techniques.

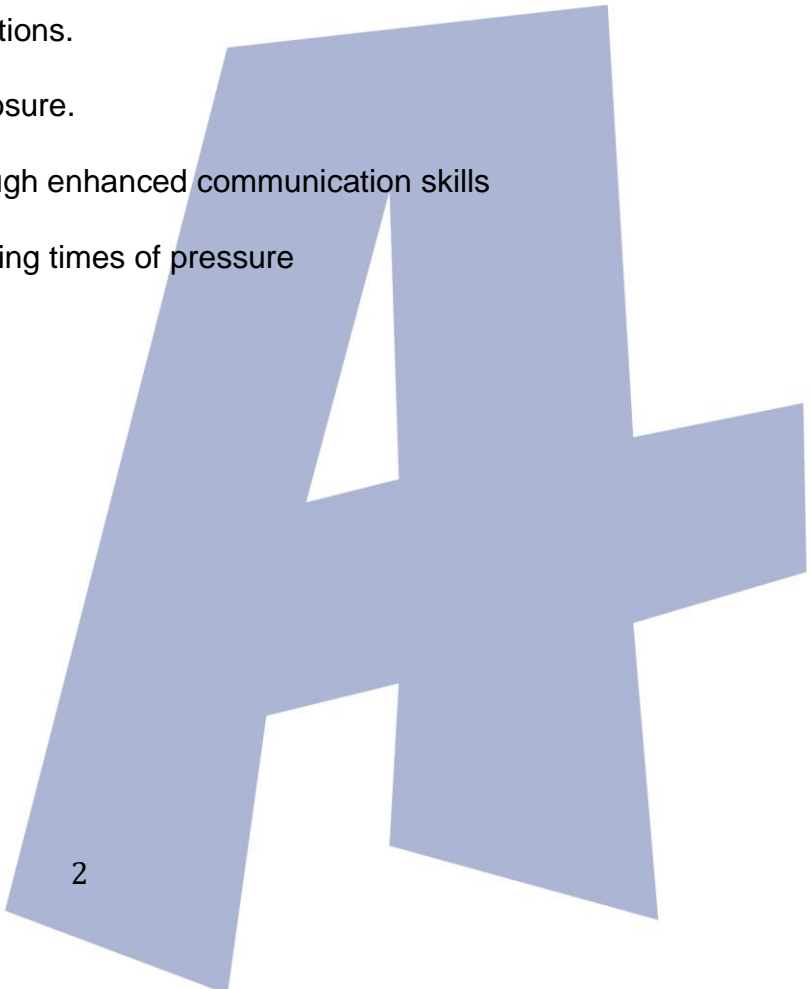
### **Course Objectives**

To provide the tools, techniques and skills to be successful sales staff.

**Course Duration:** 2-3 days

**This course will enable delegates to:**

- Develop skills and techniques for creating a positive first impression
- Establish the sales process
- Establish rapport quickly and easily
- Select from a variety of techniques to improve the handling of sales
- Establish how buying needs vary within the types of sales the organisation encounters.
- Prepare and plan for a sales meeting.
- Control a sales interview.
- Encourage people to buy
- Establish how purchasing decisions are made.
- Handle and overcome objections.
- Gaining commitment and closure.
- Understand customers through enhanced communication skills
- Maintain a positive state during times of pressure



## **Course Contents**

### **Introduction**

- Course Objectives
- Knowledge, skills, talent and attitude required
- Why do people buy?
- The buying process
- The 3 key phases of a sale
- Having the right mind-set
- Selling in their business environment
- They different types of selling they handle

### **Personal Skills**

- Making a good first impression
- Effective two-way communication
- Controlling the sales interview
- Using active listening techniques
- Building Rapport
- Active listening skills
- Types of question
- Presentation skills
- Use the funnel technique combined with questioning and listening techniques

### **How to Persuade and Influence your Customers**

- Managing yourself
- How to qualify your customers
- Use powerful language to create confidence
- Establishing closing and methods of obtaining an order
- Push and pull influencing techniques
- Using mirroring and matching
- Understanding behaviour
- Tailoring and flexing your communication to the customer
- Social styles
- Knowing when your own style has to flex
- Altering your style to the customer
- Using emotional intelligence
- Understanding the emotional state of your customer

## Customer Needs

- Seeing the product or service from the customer's point of view
- Identifying and relating to the customer
- Identifying needs and wants
- Understanding buying motivations
- Personal product knowledge
- Features, Advantages, Benefits
- Capabilities of your product

## Sales Pipeline Process

- Where to find new business and customers
- Action-centred objectives
- Establishing your own customer base
- Market Knowledge
- Understanding the market and your customers

## Planning

- Forecasting
- Balancing workload
- Monitoring and planning activity
- Improving Performance
- Appointments
- Effective telephone techniques
- Understanding the customer's decision-making process
- Dealing with rejection
- Staying motivated

## Conducting the Sale

- Establishing credibility
- Understanding, identifying and relating to the customer's needs
- Thorough information gathering
- Building a relationship with a customer
- Influencing the customer positively
- Recognising what is important to them

### **Making the written offer**

- Using information gathered
- Improving proposals
- Techniques for presenting a powerful proposal

### **Handling customer resistance**

- Reasons for delay in the sale.
- Handling resistance
- Understanding and handling objections
- Recognising signals
- Presenting price constructively
- Dealing with emotions
- Providing and presenting the right solution
- Negotiating a sale
- Knowing when to bargain

### **Gaining the order**

- Identifying buying signal
- Closing techniques
- Building commitment

