

STARTING IN SALES

Key focus

1. An understanding of essential sales process principles
2. Excellent communication skills that will develop good customer relationships and improve confidence levels
3. A development of your personal selling style and an individual plan to build upon your basic skill set

Who will benefit

This program is suitable for sales executives, sales engineers, sales support team and sales personnel service who wish to have good performance in sales.

Take The Next Step

Day one

1. Introduction

- ▶ What is effective selling?

Morning tea break

2. The sales process

Lunch

3. Behaviours in selling, using behaviours to alter perceptions

- ▶ Understand customers' psychology

Afternoon tea break

4. Communicating when selling

- ▶ Speaking the right language that builds business and personal rapport

0900-1030

1030-1045

1045-1300

1300-1400

1400-1530

1530-1545

1545-1700

Day two

5. Powerful use of features and benefits with maximum effect

Morning tea break

6. Personal organization and plan

Lunch

7. Moving the sale to the next stage

8. Avoiding customer resistance

Afternoon tea break

9. Role rehearsals are video recorded to provide coaching and detailed feedback throughout the programme

10. Q & A section

0900-1030

1030-1045

1045-1300

1300-1400

1400-1530

1530-1545

1545-1700

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