

# STRENGTHEN ESSENTIAL SELLING SKILLS WINNING STRATEGIES TO MAXIMIZE SALES

**DURATION – 2 DAYS**

*Everybody makes a living by selling someone something...whether it's a product, a service or even an idea!!! Knowing What, Why, How & When your audience wants to buy is the secret to making that SALE SUCCESSFUL, & the first step to keep the CUSTOMER with YOU for life.*

Choose to **Invest Two Days** & you'll strengthen skills and techniques that will give you both the Confidence and Competence to how to ask the powerful questions and establish the key commitments needed to **close and keep the sale !!**

## **ABOUT THE PROGRAM**

**Essential SELLING SKILLS** is a TWO DAY Interactive Program designed to substantially improve participants skills in all important aspects of SALES PROCESS through Relevant Activities, Self-assessment, Discussions, Feedback and Systematic Trainer Inputs.

This Two Day Program is different in some ways, too. For one thing, it's based on sound principles, not just anecdotes and war stories that shows the participant how to use a **DISCIPLINED, LOGICAL APPROACH to manage a Selling Opportunity.**

## **PROGRAM OVERVIEW**

### **SESSION 1 - ICE-BREAKING : INTRODUCTION & PARADIGMS OF SALES EXCELLENCE**

- Mapping the paradigms for Sales Excellence | Mapping Personal Paradigms of excellence

### **SESSION 2 - UNDERSTANDING BUYER BEHAVIOUR AND MOTIVATIONS**

- Decision Making Process | Understanding and Pre-empting Buying Criteria  
- Real-Life Scenarios to illustrate how BUYING DECISIONS are made

### **SESSION 3 - SALES FRAMEWORK & MODELS**

- Classical | Modified | SPIN

### **SESSION 4 - KEY TO EFFECTIVE SELLING : COMMUNICATION & INTERPERSONAL SKILLS**

- Telephone Etiquettes – Planning for CALL RESISTANCE  
- Face to Face Communication Etiquettes - Personal Approach and Behaviour  
- Effective Interaction Etiquettes - Factors that may INFLUENCE CUSTOMER

### **SESSION 5 - HANDLING OBJECTIONS & CLOSING THE DEAL**

- Need Awareness | Need Solution | Need Satisfaction

### **SESSION 6 - ACTION PLANNING & VALEDICTION**

- Each participant to prepare SALES ACTION PLAN  
- ALL SALES ACTION PLANS to be presented before Executive Management

## **WHO WILL BENEFIT FROM THIS COURSE**

Executives, Team Leaders, Supervisors, Managers, Sales Staff

## **PROGRAM OUTCOME**

At the end of the program the participants will be able to –:

- ◆ **SELL MORE** : Project Credibility in their Sales Approach & Gain respect in the eyes of colleagues and clients
- ◆ Understand Operational Selling Frameworks and Models & demonstrate Better Questioning Ability for Improved Sales Success
- ◆ Test their newly acquired Essential Selling Skills in a safe, Instructor - Led Environment