

Professional Sales Skills

Who should attend?

All sales staff that deal directly with customers for the purpose of selling a product or service.

How long is the course?

2 Days

Outcomes include:

Selecting a sales approach to match the sales situation.
Preparing for each sales encounter using a sales cycle.
Finding and qualifying prospects.
Making a sales presentation.
Follow up and after sales service.

Lesson 1: Selling basics

- Identify buyer motivations
- Identify types of selling
- Select the correct sales approach
- Select the best communication method

Lesson 2: Preparing to sell

- Use your time effectively
- Use the sales cycle to increase the probability of the sale

Lesson 3: Finding and qualifying prospects

- Identify potential sources
- Develop the ideal customer profile qualify a sales prospect

Lesson 4: Making the presentation and closing the sale

- Gather specific information about prospect
- Plan your sales presentation
- Give an effective sales presentation
- Close the sale
- Timing
- Trial closing
- Negotiation
- Test the waters
- Closing techniques
- Role play

Lesson 5: Following up after the sales call

- Determine the appropriate follow up method develop a customer service program

