**Advanced Sales Techniques**

**2 Day Course**

**Overview**

Even the best can get better and high performing teams can sharpen their focus. Learning with our advanced sales techniques training your team will learn to apply some of the latest thinking and take sales performance to a whole new level.  This is not "off the shelf" training - it is tailored to the needs, goals and personalities of your team.

**Who will this course benefit?**

Anyone who has to manage commercial relationships

**Learning Objectives:**

Over the two days of the workshop participants will have gained the following skills:

* Build credibility and differentiate performance by being truly consultative and asking intelligent, professional questions
* Learn to move relationships from rapport to sales
* Develop the confidence and techniques to proactively mine your clients for opportunities
* Developing superb listening skills
* Present the right solution in a persuasive and engaging way
* Understand and master your own personal selling style
* Develop an in-depth understanding into human behaviour and sales psychology
* Learn new techniques to cut through to decision makers
* Develop a system for strategically managing your internal client referral network
* Build a winning sales presentation from a blank piece of paper in less than twenty minutes
* Develop a new mindset and set some fresh goals for the year ahead
* No hard selling - just clear, calm, natural, confident sales techniques

**Course Outline/Modules**

* Customer Buying and Decision Making Styles
* Preparing for the Customer Conversation
* Building Rapport with Customers
* Analyse the Situation and Identify needs
* Presenting Solutions and Gaining Commitment