**Introduction to Sales – Basic Selling Skills**

**2 Day Course**

**Overview**

This course is different to any other you will encounter because we offer simple concepts that work with all types of people, from extroverts to quieter more thoughtful team members – we don’t want to turn anyone into a “fast talking salesman”.

Your participants will be trained by a real business trainer with first hand expertise in making businesses successful and experience fresh, relevant sales concepts based on current examples.

We have delivered this type of training to a wide range of clients from sectors which includes Automotive, Finance, Retail & Leisure and Hospitality.

**Who will this course benefit?**

This course is for anyone who is new to sales and would like gain a basic understanding of selling skills.

**Learning Objectives:**

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

* Discover the key selling habits such as asking insightful questions and listening skills
* Develop a winning selling mindset - everyone in your organization has a message to sell!
* Discover ways to turn personal client relationships into selling relationships
* Make some cold calls and learn how simple it is!
* Establish simple ways to make winning sales presentations and talk in benefits
* Gain a desire to make selling a much more active part of your role
* Learn how to deal confidently with objections and close the deal!
* Navigate through gatekeepers and reach decision makers – FRESH techniques!
* Uncover simple tools for opening, advancing and closing sales calls
* Develop your ability to turn cold calls into warm and engaging conversations

**Course Outline/Modules**

* What is selling?
* The Market, Your Product and You
* Plan for a successful Sales Meeting
* The Successful Sales Call/Meeting
* Motivating the Customer to Listen
* Handle Objections and Secure that Sale!