

# ESSENTIAL SELLING SKILLS

## A THREE DAY RESIDENTIAL PROGRAMME

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*improve your skills and close more orders*

This course is for the salesperson who has some sales experience and who may have no previous sales training or would like a refresher. The programme presents the skills and techniques required by a successful salesperson in a competitive business environment. The programme is highly participative, the course tutor drawing on the experiences and opinions of the delegates. The key points are reinforced with syndicate and practical exercises to ensure that they are seen in the context of each delegate's own business. The course is intensive and requires dedicated hard work by all delegates. Delegate numbers are restricted to ensure participation and individual tutor attention.

### **Programme Contents**

- The Professional Role of the Salesperson
- Rules for Effective Communication
- How to Use the Benefit Concept
- Prospecting, Ways to Find More Business
- Beating the Competition
- Your Own Sequence for a Planned Sale
- Pre-Approach Work
- Making Appointments
- Selling to Multiple Decision Makers
- Creating the Right Impression
- Opening Up the Sale
- Criteria for Purchasing
- Identifying Customer Needs
- Making an Effective Presentation
- Dealing With Difficult Questions
- Handling Price Objections
- Reacting to Buying Signals
- Gaining Commitment
- Effective Closing
- Managing Your Time More Effectively
- Territory Management
- The Qualities for Success
- Delegates' Next Action
- Practical Exercises with Tutor Feedback