

INTRODUCTION TO SELLING

A fast track introduction to the world of selling

A TWO DAY NON-RESIDENTIAL PROGRAMME

This course will build a good foundation for those new to selling or for those who have not received sales training. It is for anyone who requires the knowledge and skills to work as a competent, professional salesperson. How to sell without resorting to high pressure techniques is the essence of professional selling as taught on this course. The principles of effective selling are explained and related to each delegate's business. Delegates will be shown how to apply the principles in face-to-face situations with customers. This is a very intensive, participative programme in which delegates will be given individual exercises and guidance.

Programme Contents

The Vital Role of the Salesperson

The Consultative Sales Process

Why People Will Buy From You

- Motivating Customers to Buy
- Identifying Potential Benefits to Customers

Persuasive Communication

Making it Hard for the Competition

Developing Your Own Sales Plan

The Process of Customer Selection

- Targeting the Right Customers

The Importance of New Business

Preparing to Make a Sale

First Impressions

- Selling Yourself
- The Sale Before the Sale

Making Appointments

The Importance of Call Objectives

Structuring Customer Meetings

Opening the Sale

Establishing Customer Needs

- Using the Spearhead WIN-CLIENT questioning model
- Building a Sales Case
- Creating Value for Money

Presenting Your Sales Case

Answering Customer's Objections

- The Different Kinds of Objections and Strategies for Dealing With Them.
- Price Handling Techniques

Closing the Sale and Securing the Business

Your Personal Plan for the Future

- What Each Delegate Needs to Work at to ensure His/Her Success