

Key Selling Skills

Course description

The key selling skills sales training course is also known as 'Three and half steps to selling', this course teaches delegates how to maximise their sales potential by learning the rules of selling. From prospecting and establishing interest, to presenting and closing, this course tells you how to plan and execute a sale from conception to handshake.

This course suits

Any person involved in selling a product or service at any level.

What delegates will gain from the course

- The ability to identify their market
- Greater confidence in generating new business by telephone
- The ability to identify and implement various closing techniques
- Negotiating skills
- Knowledge of follow-up systems

Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 10:30 Identifying Your Market

10:30 - 11:15 How To Promote Your Products/Services

11:30 - 13:00 Telephone Prospecting Lecture
(How to use the telephone to best effect)

13:00 - 14:00 Lunch

14:00 - 15:00 Presentation

15:00 - 15:30 Closing Techniques
(Dealing With Objections)

15:30 - 16:30 Keeping The Doors Open
(Using A Prospect System Effectively. Delegates learn how to systematically keep in touch with both customers and potential customers.)

16:30 - 16:45 Summary & Action Plans Agreed

Key Selling Skills from PTP