



Essential Selling Skills

This course outline should be used to determine whether the course is appropriate for the student, based on current skills and training needs.

Duration: 1 Day

Audience: Those who are new to face-to-face selling and anyone who requires a basic understanding of sales processes.

Course Topics:

- **Introduction and Objectives**
 - Principals of the Sales Process
 - Enhancing Communication Skills
 - Developing your own Style and Individual plan to improve your Skills
- **What is Effective Selling**
 - Definitions and Discussion
 - Appreciating how perceptions differ
 - How does a customer view being sold to?
- **The Sales Process**
 - From the Salespersons viewpoint
 - From the Buyers viewpoint
- **Behaviours in Selling**
 - What is Acceptable
 - Buyers reaction to pressure
 - Why do we lose customers?
- **Communicating when Selling**
 - How it can break down
 - The importance of listening
 - Techniques to create rapport
- **Features, Benefits & Incentives**
 - Deriving one from another
 - How they fit into the Sales process
 - Using them to maximum effect
- **Personal Organisation**
 - Area planning – where to go next
 - Effective administration
 - Planning for short to long term
 - Aligning your activity with business objectives
 - Time management
- **Moving the Sale to the next stage**
 - Gaining commitment
 - Measuring your success
 - Completing the sale in small steps where needed
 - Closing the sales confidently
- **Customer Resistance**
 - How to avoid it and deal with it
 - Identifying real from false objections
 - How you caused the problem. Why?

