

Advanced Selling Skills

Course Outline

Those sales people who have been in the sales arena for 1-2 years that need to bring their selling ability to a stronger position. They could be a key account manager or senior sales people working with clients that need to develop their sales techniques.

Course Objectives

- Understand the strengths and weaknesses of your competitors
- The benefits of the client buying from you
- Key Account Management
- Understanding in greater depth your accounts
- Rapport building, developing the account
- Objection handling
- Understanding the way to write proposals
- Profitability of your accounts
- Needs and benefits - effective use
- Closing the sale

Course Designed for

Designed for senior executives who need to develop a stronger understanding of their accounts, the clients and how they will increase the revenue within this process. The ISC trainer has a wealth of experience to give a greater depth of key sales skills and how you can be targeting, rapport build, close on the customer, and elevate and objection handling.

If your sales people needs motivating and understanding the principals the core advanced selling they will gain a great deal from this course.