

Professional Selling Skills

Course Outline

Sales skills with correct training techniques will give your company a head start on your competitors. This course aims to give your executives a foundation in basic selling skills.

To give an in depth view on the sales cycle and how it works. Good working practice will maintain a higher level of repeat business, with good management of accounts to increase your margins through good range selling and product understanding.

Course Objectives

- Pre-call planning
- Structuring the sales call - the sales process
- Communication skills
- Matching the clients needs to your proposal
- Understanding the clients products or services
- Overcoming objections
- Preparation for meetings and sales preparation
- Objective handling
- Features, advantages and benefits
- Listening techniques
- Close the sale - ask for the business

Course Designed for

All Executives, Account Managers and sales people who come into contact within the sales environment