

## **Selling Skills Essential Techniques**

### **Course Outline:**

Focusing on selling skills is the key to any company. Sales people need to be able to sell face to face to clients. This has to be achieved with confidence. Under pressure this can be difficult. This course looks at how to make the most of every opportunity. How to get the very best from selling the products and services with key sales points to clients.

### **Course Objectives**

- How to build a rapport with your customers and give good company image
- Understand the company you are selling to and how to gain that extra business
- Planning your meeting
- How to close a sale with questioning and listening skills
- First impressions - How important this can be
- Prepare with confidence for meeting
- Understanding the clients needs
- Body language and non-verbal communication - How to influence
- Maximise all opportunities whilst selling your products
- Develop an action plan for each client
- Being adaptable
- Becoming the client's number one when they need to buy

### **Course Designed for:**

This course is ideal for new and experienced sales people looking for better techniques whilst in the work place.