



Essential Selling Skills

Who Should Attend?

This programme is for those people who are new to the sales role and need to understand the basic principles of professional selling

The Key Outputs:

A comprehensive framework for planning and achieving sales success.

A highly effective and clearly defined methodology for dealing with customers.

A solid foundation on which to develop your sales career.

The Schedule

7th – 8th February 2012

1st – 2nd May 2012

25th - 26th September 2012

6th – 7th November 2012

Kettering Park Hotel

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The Investment

£890 + VAT

(Excludes hotel costs)

The Agenda *(2 Days)*

Introduction and Objectives

Setting the objectives for the participants.

The Role of the Salesperson

Examining the different aspects of the role and how they impact on the sales result.

Understanding the Sales Process

Defining the key steps of the sales process.

Understanding the Buying Process

Understanding what makes people buy and why.

Preparation and Planning

How to use sales tools to structure the sales call.

Effective Communication

How to apply questioning and listening skills to uncover customers requirements.

Presenting the Solution

How to present your offer convincingly.

Objection Handling

How to deal with the customers objections.

Closing the Deal

How to achieve the best result.

Personal Action Planning

How to implement the key learning points.