

Essential Selling Skills

This Selling Skills course provides the bedrock for all successful selling roles by providing a good foundation for those new to selling or for those who have not received sales training. Make a real impact on your audience. An interactive workshop on presenting persuasively, confidently, and with credibility.

Who is it for?

For anyone who requires the knowledge and skills to work as a competent, professional, salesperson.

What is it about?

This course will explain the principles of effective selling. The programme takes delegates through the steps of the sales process. The key stages include planning, rapport & communication styles, uncovering needs, features and benefits, presentation and demonstration techniques, objections handling and closing.

What will I get out of it?

- ▶ Apply an indispensable sales structure
- ▶ Rules for effective communication and great rapport
- ▶ Recognise the importance of questioning techniques
- ▶ Effectively link features and benefits
- ▶ Handle objections successfully
- ▶ Identify when and how to close

Would you like to attend this program?

- ▶ For maximum effectiveness, this program is best conducted as an in-house program.
- ▶ **Ideal group size:** 4 - 20 participants.
- ▶ **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- ▶ **Duration:** 2 day programme
- ▶ **Cost:** Price on request.