



A DVANCED SALES SKILLS

The Way to a Successful Selling

Two day workshop

HIGHLIGHTS

- ◆ The Successful Salesperson
- ◆ Why and How Customers Buy?
- ◆ The Structure of a Successful Sale
- ◆ Communication Skills
- ◆ Presenting your Product
- ◆ Closing the Sale
- ◆ Closing the Transaction – Ensuring Timely Collection
- ◆ Service Recovery
- ◆ Managing yourself



KEY CONTENTS

1 The Successful Salesperson

- 1.1 The Skills Requires
- 1.2 Identifying Gaps and Further Developments
- 1.3 Personal Goal Setting

2 Why and How Customers Buy?

- 2.1 Who are your customers?
- 2.2 What do customers want?
- 2.3 How do customers buy?
- 2.4 Rational and emotional triggers
- 2.5 Exceeding Expectations

3 The Structure of a Successful Sale

- 3.1 Introduction
- 3.2 Qualification
- 3.3 The Proposal
- 3.4 Handling Objections
- 3.5 Close and Consolidate

4 Communication Skills

- 4.1 Enhancing Your Listening Skills
- 4.2 Powerful Questioning Techniques
- 4.3 Building Rapport and Engaging your Customer
- 4.4 Mirroring and Matching
- 4.5 Understanding and Using Body Languages Skills

5 Presenting your Product

- 5.1 Using Features and Benefits
- 5.2 Powerful Language to Help you sell
- 5.3 Enhancing your Presentation Skills



SALES



KEY CONTENTS CONTINUED

6 Closing the Sale

- 6.1 Recognizing Buying Signals
- 6.2 Handling Resistance
- 6.3 Strengthening the Customer Relationship

7 Closing the Transaction – Ensuring Timely Collection

- 7.1 Agreement – Sales Agreement at deal Inception
- 7.2 Understand customer expectations and deliver requirements ensuring no gap in customers' expectations
- 7.3 Closing documentation – Obtain confirmation of receipt of goods completion of service
- 7.4 Gentle follow ups
- 7.5 Final Collection
- 7.6 What if things go wrong – signs to recognize other action need to be taken

8 Service Recovery

- 8.1 Be Pro-active: Prevent things from going wrong
- 8.2 Corrective Action: Quick service recovery, if things do go wrong
- 8.3 Preventive Action: System correction to ensure the same mistake is not repeated again.

9 Managing yourself

- 9.1 Managing your Time
- 9.2 Improving your Self Confidence
- 9.3 Action Planning

WHAT YOU WILL OBTAIN

- ◆ Two information packed days
 - ◆ Real life examples and interesting case studies
 - ◆ A chance to discuss and clarify your doubts, questions, issues etc.
 - ◆ Complete study material
 - ◆ Quality refreshments and lunch
 - ◆ Certificate of attendance
 - ◆ Networking opportunity
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