

Principles of Selling

Who should attend?

Sales representatives, Sales managers, and account managers responsible for face to face sales with customers, with the goal of increasing sales, meeting targets, growing the business, and building long term relationships.

So what is Principles of Selling?

This is an engaging, interactive, 2 day workshop which uses specific cases and examples from the participants. It will focus on how to build trust and strengthen relationships with potential buyers, and how to increase sales overall by adopting new strategies and a positive mindset.

Pre and Post Workshop

One on one sales coaching with participants



Workshop Objectives



During this 2 day workshop participants will

learn:

1. Traits of successful sales people
2. Defining your communication style
3. How to Identify and relate to people with different behaviour styles
4. How to gain peoples' trust quickly
5. Understanding your products well
6. Competitive Intelligence
7. Asking the right questions - Interviewing to gain information (SPIN)
8. Listening skills
9. Creating value by focussing on customer needs and providing solutions to those needs
10. How to turn features into benefits
11. Differentiating your offerings
12. How to get your customer to see the value and need of your product or service versus having to convince them to buy.
13. AIDA model and the steps of the Sales Process
14. The elements of a sales presentation
15. Understanding your target audience and defining the decision makers
16. Pre call preparation reports
17. Prospecting

Key Benefits for You and Your Organisation:

The Sales course provides sale professionals with practical, time-tested solutions that work. It is designed to improve selling skills and motivate sales professionals to strive for optimal targets. The objective of this course is to increase sales, achieve personal goals, and become more confident around clients, existing and new.

Sales is not a job, it is a consultative business that provides a mutual benefit to both buyer and seller by creating transactions that add value to the customer.

People-
Centric the
difference
that makes the
difference in
training