

## Maximising Incoming Orders

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Suitable for personnel who are responsible for dealing with sales orders from new and existing customers and are in a prime position to make the best of these incoming opportunities

Objectives:

Delegates will learn how to build and cross-sell on the incoming sales order by applying excellent service levels, establishing rapport and recognizing which additional products or services will benefit the customer

Content covers:

- Why cross selling is important
- Perceptions of selling
- Hard versus soft sell
- The conversational approach
- Selling through improved customer care
- Asking the appropriate questions
- Active listening
- Features and benefits
- Objection handling
- Closing techniques
- Role-play

Programmes can be tailor-made to your specific requirements.

### Course Category

#### Sales

- o Selling for the non-sales person
- o Pro-active Telephone Selling
- o Gaining Quality Telephone Appointments
- o Maximising Incoming Orders
- o The Principles of Selling
- o Managing and Growing Key Accounts
- o Sales Management
- o Effective Sales Negotiation

#### Supervision and Management

- o The Effective Supervisor
- o The Motivational Manager
- o Team Leader Development

#### Communication

- o A Guide to Assertiveness
- o Productive Communication
- o Chairing and Facilitation Techniques
- o Effective Presentation Techniques
- o Negotiation Skills

#### Self and Team Development

- o Coaching for Success
- o Training the Trainer
- o Instructional Techniques
- o Managing Stress
- o The Power of the Team
- o Effective Goal Setting
- o Professional Customer Care

#### Skills

- o Internal Customer Care
- o Problem Solving and Decision Making
- o Time Management
- o The Effective Appraisal

#### Bite Size Training Tasters