

The Principles of Selling

Suitable for brand new sales personnel as well as those with some experience but no formal training

Objectives:

This one day programme will equip delegates with a good understanding of the sales process and they will be shown techniques to adopt from preparing the call through to closing. It is advised to follow with Level Two after a suitable period

Content:

- Understanding why customers buy
- Attitude and approach

The call structure

- Preparing for the sale
- Unique selling points
- Fact-finding
- Features and benefits
- Buying signals
- Handling objections
- Closing techniques

Level 2

Programmes can be tailor-made to your specific requirements.
The Principles of Selling Level 2

Suitable for salespeople with at least 12 months experience and those who need to refresh their selling skills. It is also an effective follow up to Level One

Objectives:

This thorough programme examines the skills required to plan and conduct effective sales interviews and manage a territory

Content covers:

- Effective journey planning and assessing priorities
- Telephone appointment making
- Effective communication including body language
- Buying signals
- Overcoming objections
- 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