

Effective Selling Skills

This short course is for sales personnel who deal with customers and prospective customers in face-to-face situations.

The course focuses on the fundamentals of effective selling and may be tailored to specific company needs.

It will develop vital skills in establishing rapport, determining needs, communicating benefits and gaining customer commitment.

It will also help you effectively handle purchasing objections – ensuring you make the most of all sales opportunities and maximising overall sales performance.

Course Objectives

By attending, delegates will:

- ✓ Understand the theory and concepts of effective selling
- ✓ Understand customer psychology and the barriers to purchasing
- ✓ Learn techniques to enhance customer communication and customer relationships
- ✓ Develop numerous skills and techniques of effective selling
- ✓ Deal effectively with customer objections and enhance overall sales performance

Target Audience

New and experienced field-based sales people.

Duration

2 days

Content

- The sales cycle
- Understanding customer psychology
- Why and how customers buy?
- Principles of effective selling
- How communication *really* works
- Selling products vs services
- Preparation and objectives
- The role of body language
- Appearance and professional impression
- Stages of an effective call
- Opening the call
- Building trust and rapport
- Establishing needs
- Advanced questioning techniques
- Qualifying needs
- Communicating features, advantages and benefits
- Recognising the buying signals
- Cross-selling and up-selling
- Handling objections
- Removing uncertainty and doubt
- Gaining commitment

Learning Methods

This is a practical, stimulating and motivating programme. The course has a high practical content involving discussion, syndicate work and numerous practice exercises.

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