

Selling Skills



Category: Professional Development

To be successful a sales person needs to do more than just describe their company's products and services. They need to develop a good understanding of customers needs with emphasis on establishing long-term relationships and mutual trust. By developing the essential attitudes and practices, sales people will be able to effectively accelerate their sales success.

Duration

1 day

Course Objective

This course has been developed to give sales people an understanding of the fundamentals of the sales process and improve their chances securing a sale through improved communication skills and self management.

Who Should Attend / Target Audience

This course has been developed for any person in the sales profession looking to update their skills and strengthen their knowledge of the sales process.

Learning Outcomes

- Develop strategies and develop goals for success.
- Identify the traits of successful sales people and areas you can develop and improve on.
- Understand your customers and why they purchase from you.
- Improve your success rate by understanding the fundamental principals of the sales process.
- Understand and use techniques to transition customers from a prospect to a raving fan.
- Use techniques to improve your ability to present a solution and close the sale.

Related Courses

- Effective People & Communication Skills
- Time Management

Next Level Course

Customer Service - Exceeding Expectations

Availability

In House Closed Group Public

Version: 12/01/10

Course Content

Characteristics of Successful Sales People - *key elements which lead to a successful sales strategy.*

Business Development Model - *ultimate goal to increase profit.*

Ladder of Loyalty - *segmenting your customers based on level of loyalty.*

Product Knowledge - *differentiating between features and benefits.*

Competitor Products - *increase awareness of your competitors offerings.*

The Sales Process - *7 tactics to ensure outstanding results.*

Understanding Customer's Needs - *discover what customers really want.*

Present Solutions - *build confidence on products you are least passionate about.*

Handling Objections - *overcome objections and ask for feedback.*

Closing the Sale with Confidence - *overcoming the challenges.*

After Sales Service - *how to encourage loyalty and repeat purchases.*

Time Management - *The 80/20 rule.*

Action Plan - *maximise your sales potential.*

Sales Call Action Plan - *steps to professionalism.*

The Nordstrom's Way - *please your customers every time.*

MELBOURNE
SYDNEY
BRISBANE
TOWNSVILLE
CAIRNS

Phone 1300 793 951
Fax 1300 793 952

Web www.odysseytraining.com.au
Email info@odysseytraining.com.au