

1 DAY

# SALES ESSENTIALS

**ODYSSEY**  
TRAINING™

An SGS Company



SALES & CUSTOMER SERVICE COURSE

## LEARNING OUTCOMES

- Learn the key principles and approaches to sales in the Australian market today.
- Understand the modern sales attitude and what makes an excellent sales professional.
- Influence sales through an understanding of buyer psychology.
- Increase conversion rates using behavioural psychology strategies.
- Increase return business and ensure customer satisfaction through listening and questioning techniques.

## CORE COMPETENCIES

- Customer Focus
- Interpersonal Savvy
- Problem Solving

## COURSE OVERVIEW

When you hear the word 'salesperson', do you think of someone who is understanding, empathetic and listens to your needs? Maybe not, but that is how the best salespeople can make people feel. This course will help you or your sales team members increase conversion rates and retain customers using a modern approach that involves understanding buyer psychology and developing trusting relationships.

## TOPICS COVERED IN THIS COURSE

### Understanding your sales style

Discover the characteristics of successful salespeople in today's market and opportunities to develop your style.

### Selling to different personality types

In sales, one size no longer fits all. Learn how to adapt your approach to engage different people, meet their needs and increase your success.

### Understanding buyer psychology

By understanding the emotional and psychological needs of your customers, you can better anticipate their needs and adapt your pitch.

### The four positive intentions

Understanding behavioural intentions will guide you on how to identify and meet individual customers' expectations.

### The power of words

Learn how to use words of influence in a sales conversation and ask the prime pitch questions to match your customer's expectations.

### FAB statements

Learn techniques to link features, advantages and benefits to increase sales success and create long-term customer relationships.

### Critical success factors

Develop critical elements of your sales toolbox including body language, listening skills, effective questioning and your communication style.

### Closing the sale

Overcome doubt, address obstacles and close the sale through an understanding of how the brain and emotions affect purchasing decisions.

### Repeat and referral business

Learn about key considerations and after-sales procedures that will keep your customers coming back.

### Communication preferences

Learn how to sell your product or service in a way that resonates with individual communication and behavioural preferences.

Practical, relevant training developed for the Australian workplace.

**1300 793 951**  
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