



SELLING SKILLS – AN INTRODUCTION

This inspiring one-day event is designed to help people who are new to sales. Delegates learn how to use service excellence as the launch pad for creating additional sales. The course introduces a simple and easy to remember sales process that sticks in the mind.

Included in the day are a series of practical activities that engage the learner in understanding the sequences of an effective sales process and how each stage provides an opportunity for the sales professional to add value to the customer's experience.

Delegates are introduced to simple to use language patterns that help build rapport, uncover hidden needs and identify solutions in a warm and natural style.

Aims –

- To learn & use an effective and easy to apply sales process
- To develop a professional approach to selling

Objectives –

- To understand the key elements required to provide a professional and friendly service
- To build rapport and communicate effectively with customers
- To take personal responsibility for qualifying each customer's specific requirements
- To identify & demonstrate product or service solutions that fit the customers' needs
- To ask for the order/agree the sale
- To provide a warm and memorable conclusion and farewell

Content –

- Recognising the importance of a sales process
- Building rapport
- Discovering customer requirements
- Demonstrating solutions
- Closing
- Practicing the process

Workshop format

- One day event
- Fast paced & high impact training event
- Practical, hands-on & highly participative
- Post-training support to delegates through on-line & telephone hot-line to our consultants

Delegate Take-Aways

- Course workbook
- Complimentary copy of 'Sales Hypnosis' reference text

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