

# SALES TRAINING WORKSHOP – Content Overview



## **EFFECTIVE SELLING TECHNIQUES – 1 day workshop**

In today's highly competitive market place businesses are faced with the daily challenge of delivering profitable sales whilst maintaining high levels of customer services. We understand that profit and growth are vital to your business and sales can make that important difference between sink or swim. This programme provides the essential framework, new skills and effective business tools to enable participants to focus their efforts on delivering results.

### **Programme Objectives:**

By the end of the course participants will be able to:

- Understand and explain the importance of the sales cycle
- Proactively manage their sales activity
- Establish the customer's true business needs
- Deliver needs-based sales solutions with confidence
- Overcome objections and use them to develop the sales opportunity
- Close a sale with confidence

### **Who should attend?**

Any sales team which has not participated in formal sales training in the past. This is also an essential starting point for sole traders and business owners who are responsible for selling their own product or service.

### **Programme Content:**

#### **The Belief system**

- Breaking down barriers - substituting limiting beliefs with more empowering ones
- Challenging negative stereotypes of the salesperson
- Definition of professional selling
- Skills and accountabilities

#### **Pre call preparation**

- Research your markets and customers
- Setting the agenda
- Visualisation techniques

#### **The Sales Call**

- How to manage and facilitate the call
- Build rapport and credibility
- How to interpret body language and use it to your advantage
- Establishing needs using funnelling techniques
- Presenting the right solutions
- Handling objections successfully
- Gaining commitment with confidence

#### **Post call management**

- Managing the sales relationship into a partnership
- Keeping your customers

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