

High – achievement selling

2 day workshop programme - providing a comprehensive framework to enable sales people to reach their full potential

call: 01392 580560



Workshop style and approach

This is a highly interactive workshop. It explains the sales process in detail and demonstrates how you may use it effectively, developing the strategies required to succeed in a challenging commercial environment.

Enable your sales team to take their skills to another level with this workshop which has been developed around a tried and tested framework enabling participants to take a

systematic approach to sales. The workshop encourages them to produce a higher return on their investment in the sales effort. Our programme is fresh and interactive. We challenge the traditional views of selling whilst retaining the valuable contributions from some popular sales models.

This workshop will appeal to those who are new to sales and also more experienced staff who want to widen their knowledge, improve their skills and grow their client base, order level and sales margin.

Learning outcomes

By the end of this training course delegates will be able to:

- Define techniques for managing their sales process to maximise results
- Understand traditional and contemporary approaches to selling
- Focus on the purpose of every element of communications in the sales process
- Use questioning and listening to extract essential information
- Build convincing proposals which meet the needs of clients
- Reach congruent agreement and close sales effectively

High-achievement selling

2 day workshop programme designed to extend your knowledge and enhance your sales ability to maximize performance

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2 Day Workshop Content

SALES PROCESS

MANAGING YOUR SALES PROCESS

- What makes an ideal salesperson?
- Types of selling—a view of traditional methods
- Why do buyers buy?
- The input / output formula
- Sales flow management
- Applying the Key Account Management Process
- Behaviours of highly successful salespeople

INTELLIGENCE GATHERING

COLD CALLING PROSPECTS

- Being purposeful about calling.
- Walking in the prospect's shoes.
- No second chance to make a first impression
- Get back to me --please! - The Answerphone.
- Hints and tips.

QUALIFYING LEADS

- Building rapport
- Understanding their needs

QUESTIONING AND LISTENING.

- Why ask questions?
- Types of questions and their application
- Use questions to get to "yes".
- 3-level questioning technique.
- Powerful listening skills.

SOLUTIONS FOR SALES SUCCESS

SHAPING YOUR PROPOSAL

- Communicating benefits.
- Clarity of message.
- Applying a logical argument.
- Matching proposals to clients needs.

REACHING AGREEMENT.

- Interpreting buying signals.
- Developing closing techniques.
- Understanding and handling objections.

RECAP, QUESTIONS AND CLOSE

The workshop will typically be run each day from 09:30 to 16:30 to provide a minimum of 12 hours CPD.