



Workshop Overview

A natural sales ability together with stacks of enthusiasm is useless unless channelled in the right direction. This is a foundation level course for those new to sales or who have experience but no formal training in selling. It teaches new salespeople tried and tested techniques to give a solid foundation from which to set off. It also provides great support and guidance for current salespeople who are looking for more structure and immediately useful tools and techniques.



Benefits

By attending this workshop, you will learn perceptive questioning skills to uncover client requirements. You will learn how to increase appointments by adopting a structured approach and improve your closing ratio by matching customers' needs to product benefits.

Outcomes & Content

- ✓ Understand the vital role of the salesperson
- ✓ Optimise your time – research and set objectives
- ✓ Identify decision makers
- ✓ Present your case using benefits not features
- ✓ Adapt your closing techniques
- ✓ Handle and overcome objections
- ✓ Harness the hidden potential of body language
- ✓ Make successful cold call appointments
- ✓ Use role play and group exercises
- ✓ Produce a personal action plan



Who should attend ?

This workshop is applicable for customer facing roles like sales, account management as well as internal cross-function roles would benefit from attending.

