



Your Needs:

"This outline is a guide to the content of a typical course. In practice, all courses can be customised to meet specific needs and can be run at a time and place to suit you."

Accelerated Learning:

"We run our events using an appropriate mix of group discussions, practical exercises and case studies, supported by short tutor-led sessions."

What You Get:

"As standard, we provide a full set of reference notes, equipment (for IT training) and ongoing support (in case you have any questions afterwards)."

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Effective Selling

(1 day)

"Without good sales staff all the hard work of attracting customers and offering a quality service will be for naught."

Benefits of attending this course...

The ability to sell yourself, your company and your services is priceless but the perceived image of sales is not always positive. This highly practical one-day event examines the underlying reasons for this and the steps we can take to change this perception.

The course is ideal for those who wish to gain a better understanding of the sales process, increase their self-confidence when making a sale and secure sales in both an honest and ethical manner.

Who is it for?

Those who need to sell themselves and the goods and services their company offers.

Objectives

By the end of the training you will be able to...

-  Describe the sales process (and the role of you in that process).
-  Explain why understanding customer needs is so important.
-  Use questioning and listening skills to help build rapport.
-  Negotiate tricky sales situations with greater confidence.

Content

- ✓ **Don't Mention the 'S' Word!** – discover why sales has earned a negative reputation and overcome your fears or misconceptions.
- ✓ **The Role of a Sales Person** – including the 'Relationship Cycle' and how to build rapport whilst gaining trust.
- ✓ **Creating Powerful Sales Messages** – the importance of identifying customers' needs whilst matching the benefits of your product or service to those needs.
- ✓ **Smart Questions** – learn how to ask the right questions at the right time (and the questions you don't need to ask!)
- ✓ **Positioning Statements** – how to differentiate yourself from the competition, whilst maintaining integrity.
- ✓ **Objection Handling** – identify the obstacles that you face and, with expert guidance, find the most effective way of overcoming them.
- ✓ **Closing the Sale** – discover which method suits you best and how it can really work for you!