

Duration

2 days

Suitable For

All those who have responsibility for generating revenue. It builds delegates skills in making sales and growing revenue through positive client relationships. Ideal for both Sales staff and Account Managers.

Objectives

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

- Define the process
- Recognise their role in the process
- Build effective relationships
- Understand and use the sales process
- Handle objections confidently and effectively
- Close the sale
- Use follow up procedures to secure further sales

Course content

The role of the sales person

- Building relationships
- Building value
- Identifying buying motives

The sales cycle

- Initial contact
- Rapport building
- Uncovering customer needs
- Selling to customer needs
- Handling objections
- Closing the sale
- Follow up

Key Areas

- Developing customer need/motive
- Recognising and asking tension questions
- Features, advantages, benefits
- Building value into the process
- Asking for business
- Turning objections into opportunities

Continuing the process

- Planning for follow up
- Becoming proactive in sales
- Measuring sales

Planning how and when to apply new tools/skills

- Action planning

Course Evaluation and Next Steps