

## Training



## Sales Skill Development

Sales Skill Development focuses on the interactive skills necessary to build an effective selling relationship with the customer. Learning is made easier by breaking the sales process down into discrete segments and the necessary skills visualised, discussed and practiced. Course content is as follows:

### PROSPECTING

- Key customer characteristics
- Decision makers
- Telephone skills

### SALES PLANNING

- Initial assumptions
- Strategy development
- Call objectives
- Support material

### OPENING THE CALL

- Body language and words

### IDENTIFYING AND DEVELOPING NEEDS

- Types of customer
- Customer needs - implied and explicit
- Questioning skills
- Listening skills
- Making needs more important

### PRESENTING THE SOLUTION

- Timing
- Features, advantages, benefits
- Buyer types

### PROVING THE SOLUTION

- Support material
- Allies
- The demonstration

### CLOSING

- Defining the close
- Handling objections

### TRAINING AND INSTALLATION

- Benefits revisited
- Own goals and how to avoid them
- Training in action

### FOLLOW UP

- Gateway to the next sale
- Things to do, things to avoid

The learning process is supported and maintained by group discussion, individual exercises and role-plays. At the end of the course the sales person will have a strong understanding of the skills needed for effective selling and have received a good grounding in their use.