

Professional Selling Skills

This Selling Skills course provides the bedrock for all successful selling roles by providing a good foundation for those new to selling or for those who have not received sales training. Make a real impact on your audience. An interactive workshop on presenting persuasively, confidently, and with credibility.

Who is it for?

For anyone who requires the knowledge and skills to work as a competent, professional, salesperson.

What is it about?

This course will explain the principles of effective selling. The programme takes delegates through the steps of the sales process. The key stages include planning, rapport & communication styles, uncovering needs, features and benefits, presentation and demonstration techniques, objections handling, and closing.

This programme is a very intensive, participative sales training in which delegates will be given individual exercises and guidance. Practical exercises are used to ensure that participants can employ their newly learnt skills immediately and, to develop their levels of confidence.

What will I get out of it?

- Assess your existing presentation skills.
- Apply an indispensable sales structure
- Rules for effective communication and great rapport
- Recognise the importance of questioning techniques
- Effectively link features and benefits
- Handle objections successfully
- Identify when and how to close

Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 6– 12 participants
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** 2 day program
- **Cost:** Price on request.

