



# SALES SKILLS THAT Deliver Results

## Course Introduction:

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This course workshop provides a sound foundation to the skills and qualities needed to turn opportunities into result. Individual's needs and objectives are met through sharing experiences and stimulating interactive sessions.

This course will provide the basic skills and knowledge required to kick start a successful career in sales. Interactive practice sessions will enable the development of skills in a safe environment. Elements of sales psychology will help participants to understand why their customers react and how to deal with them, enabling them to build more rewarding relationship. Delegates will learn from an experienced facilitator with a successful sales background and take away a handy manual of the course.

## Course Objectives:

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**By the end of the course participants will be able to:**

- Develop a powerful sales structure what will improve their sales result
- Understand how sales psychology affects them and the buyer
- Develop the key skills of successful sales people
- Complete a self assessment of future development needs
- Match their sales style to the buyer style
- Guide their customer through the sales process overcoming objections through problem solving techniques
- Present their products that solve the customer problems
- Identify the most suitable communications to match their customer types
- Build a sales kit of tools and models that work
- Create their personal development plan to take back to the work place

## Who Should Attend?

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Suitable for new, prospective and existing sales people with little or no formal training who need the best possible understanding of the sales process. On return to the workplace, delegates will be able to sell with confidence, enthusiasm and determination. This course is not for experienced sales people.

# Course Outline:

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## What is selling?

- What makes people buy?
- The skills and qualities of the successful salesperson
- Conducting a personal audit of your strengths and weaknesses
- Personal motivation

## The market, your product and you

- Knowing your products and services their strengths, weaknesses and unique features
- Distinguishing between your products features and benefits
- Know the market you're selling to
- Designing your personal sales plan

## Plan for a successful sales meeting

- Classifying your prospects and planning your activities
- Establish your call objectives
- Identifying the decision maker
- Developing the right mind set
- Face to face or telephone meetings

## The successful sales meeting or calls

- Using a powerful sales process to guide the meeting
- Creating a buzz by linking the benefits to the customer's needs
- The importance of personal presentation
- Assessing the customer's style and behavior
- Building your confidence to communicate with people at all levels
- Adapting your body language and approach for maximum impact

## Motivating the customer to listen

- Making the appointment t- do's and don'ts that work
- Appointments by telephone
- Talking to the right person
- Using questioning and listening techniques to establish real needs
- Preparing sales strategies and adapting your approaching accordingly

## Handle objections using APAC and secure the sale

- Identifying the real objection

- Overcoming the most common objections with a variety of techniques
- Recognizing an objection as a buying signal
- Step by step commitment building
- Asking for the order when and how
- Allowing the customer to make decision when to speak and when to stay silent
- Identifying the opportunity for future sales and referrals

#### **Personal development and life skills**

- Working on your weaknesses and building on your strength
- Committing to change on return to the workplace

## **Course Certificate:**

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**International Center for Training & Development (ICTD)** will award an internationally recognized certificate(s) for each delegate on completion of training.

## **Course Methodology:**

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**A variety of methodologies will be used during the course that includes:**

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

## **Course Fees:**

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**To be advised as per the course location.** This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Timings:

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### Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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