

Academy of Training

Strategic Selling Skills

Overview

In today's competitive business world, the ability to sell effectively is essential if we are to gain business friends and influence them to place business with us rather than with our competitors. To do so, we must be skilled not only in the art of selling but also in building ongoing relationships with existing and prospective buyers or users of our services. In this way, we will be able not only to maintain our existing level of business but also position ourselves to win new business from both existing customers and new clients.

Objective

The objective of this one-day programme is to assist sales and other professionals in building of long-term customer relationships.

Content

Content of the workshop is as follows:

The basics of selling

- Selling yourself, your company and your product
- Habits of highly successful sales professionals
- Focus on outcomes - beginning with the end in mind
- Thinking buyer not seller - selling benefits
- Developing customer relationships.

Planning strategies for sales success

- Identifying your unique competitive advantages
- Presenting yourself and your product successfully.

Interpersonal skills for successful selling

- Handling different personalities and customer preferences
- Verbal and non verbal communication skills
- Getting your message across persuasively
- Listening, questioning and fact finding
- Handling objections
- Negotiation skills for sales professionals.

Specific applications

- Prospecting effectively and keeping in touch with customers
- Telephone sales techniques
- Qualifying and closing the sale.

Resultant Benefits

On completion of the workshop, participants will have enhanced their ability to sell, prospect and build effective long term customer relationships, essential for our success.

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