

Essential Selling Skills



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this course:](#)

What is it all about?

This programme is designed to cover all the essential issues in getting your customer to say yes. It will provide the salesperson with the most current techniques in convincing prospects and customers of the need for your company's service/products in a confident, persuasive and professional manner.

The course provides participants with the ideal opportunity to explore and ingrain proven current approaches to selling. By the very nature of the subject this is a practical and participative training event with an emphasis on "learning by doing

How long?

1 day

Who should attend?

Those new to a selling role and those with more experience who would benefit from a refresher of the fundamental elements of successful sales performance where the customer is met face to face.

What will you learn?

- Sales and marketing
- Results and/or relationship focused sales performance
- Developing flexibility in style
- Skills and attitudes of the consultative sales person
- Face to face or by telephone
- Organisation for effective sales effort
- Securing appointments
- First impressions
- Rapport and how to create it
- Enhancing personal and professional credibility
- Establishing customer needs
- Listening versus hearing
- Presenting persuasive solutions
- Overcoming the customers objections
- Securing the "yes"
- Creating lasting positive impressions
- After sales service
- Personal skills analysis
- Personal action plans

**For more information, or to book your course, please call Sense IT on 0870 4296445
Or visit our web site –www.sensetraining.co.uk**