

Professional Selling Skills

Open Programme

This course will be delivered virtually.

Cost – £395 plus vat, per person

Duration

Two, three-hour workshops (one week apart)

Course Overview

This programme is aimed at those who are looking to develop the skills and behaviours required to deliver truly compelling business presentations. Delegates will explore how they can have real impact by displaying a powerful mix of communication and persuasion that fully engages their audience.

Delegates will focus on the importance of how we connect with other people through expert knowledge, tools and techniques that are the bedrock of designing and delivering impactful presentations.

Core development objectives covered

Workshop One – The Key Skills of a Modern Sales Professional

- The key stages of the sales process (overview)
 - Why do people buy?
- The importance of planning and preparation
 - Account history / research the business / know your products / services
- Identifying different customer types
 - Adapting your approach to maximise customer engagement
 - Building rapport quickly
- Understanding the wants, needs and expectations of the customer
 - Using consultative questioning techniques
 - Active listening
- Presenting your products and services in a professional manner
 - Creating powerful sales stories
 - Presenting strong benefit statements

Workshop Two – Handling Objections & Gaining Agreement

- Follow up and review actions from Workshop One
 - Group feedback
- Demonstrating value
 - Powerful sales language
- Selling against the competition
- Handling objections
 - Isolating and handling objections effectively
 - Turning objections to your advantage
 - Pre-framing objections
 - Managing objections on price
- Gaining agreement and securing the sale
 - Different closing techniques
- Professional follow up procedures



For a booking form please contact kellyhatton@futureproof-training.co.uk