

# 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

The programme is designed for sales professionals who want to develop a modern approach to winning new business. Delegates will learn that thorough preparation and planning will allow them to conduct sales conversations to fully explore the needs of a customer and present a well-structured solution that demonstrates clear benefits and value.

Understanding the importance of how you sell and not what you sell will be the underpinning theme of the course.

### 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](mailto:kellyhatton@futureproof-training.co.uk)