



Introduction to Successful Sales

Duration 5 Days

Introduction

Selling products, ideas, concepts or services is paramount to the success of any organization. In increasingly competitive markets, it may no longer be enough to have a good product. Success will come from making the market aware. The role of salespeople is therefore fundamental. This program is designed to help the professional salesperson develop relationships and therefore maximize opportunities with their clients.

Who Should Attend?

Anyone new to sales role, in any discipline, who wants to achieve results

Objectives

- Understand selling behavior and how you can use this to build partnering relationships with clients
- Communicate with clients and use active listening techniques to build rapport and to instill confidence in your client
- Structure any sales contact so that you maintain control and give yourself the best opportunity to close the deal
- Use the right questioning techniques and then present your product in an impactful way
- Recognize and overcome objections without damaging the relationship
- Use key negotiation principles to ensure a win-win outcome.

Course Outlines

1. The qualities of a successful salesperson - what works and what doesn't
2. The difference between "push" and "pull" behaviors in the sales process
3. Developing relationships by adopting the right sales behavior. The 80/20 rule
4. Understanding communication - how to use verbal, visual and vocal communication within the sales process
5. Developing rapport through the use of communication techniques
6. Active listening
7. Gaining interest from the client when making the "cold call"
8. Using questions - the difference between "open" and "closed" techniques and when these should be used
9. The sales structure - a methodical approach to the process, which maintains control and retrieves all the information you need to complete the sale
10. Creating the agenda for the sales meeting
11. Questioning techniques that will help develop the problems and solutions in the client's mind
12. Effective summarizing as a confidence-building tool
13. Presenting your case - the use of features and benefits for maximum impact. The six key buying motivations and how to match your features to the benefit
14. Handling and overcoming objections - the classic sales objections and how to overcome them so the conversation moves forward



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15. Closing the deal - a three-step process to gaining the client's commitment
16. The fundamentals of sales negotiation - recognizing the value/cost implications and how to trade currencies