



Sales Skills Training (1 day)

Course Overview

Fact: It's no secret that selling has changed in recent years. This is an exciting and dynamic profession, yet it is one of the most underrated and misunderstood.

The back-slapping sleazy, joke-telling huckster has disappeared and in his place is a new generation of sales professionals—highly trained and groomed, with the characteristics of honesty, trustworthiness, and competence.

Broadly defined, today's top salespeople are in the business of identifying needs and persuading potential customers to respond favourably to an idea that will result in mutual satisfaction for both the buyer and the seller. This workshop will help you develop those skills, enabling you to sell smarter.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, voice recordings, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

This workshop is designed for the sales team, or anyone conducting sales and wishing to increase the company's business.

Course Outline

SECTION 1: Essential Selling Skills

1. Selling Skills
2. The Power of the Mind
3. Professionalism
4. The Expectancy Theory

SECTION 2: What is Selling

1. Setting Goals
2. Time Management

SECTION 3: Features and Benefits

SECTION 4: Critical Communication Skills

1. Listening for Accuracy
2. Powerful Questions
3. Non Verbal Messages



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SECTION 5: Customer Service

1. Customer Connections
 - a. Building Relationships
 - b. Trust and Credibility
 - c. The Johari Windows
2. Customer Service Complaints

SECTION 6: Types of Selling

1. The Three Types
2. Our Values

SECTION 7: Ten Major Mistakes

SECTION 8: Handling Objections

1. Overcoming Objections
2. Handling Other Objections

SECTION 9: Buying Signals and Closing the Sale

1. Buying Signals
2. Closing Techniques
3. Top Fifteen Activities That Make You Successful at Closing the Sale

SECTION 10: Finding New Clients

1. Where to find them
2. Networking Tips
 - a. The Handshake
 - b. Small talk
3. Handling the Mingling

SECTION 11: Selling Price