

## Selling Skills

All too often, buyers face an enforced and inflexible approach to sales which turns them off from buying. Being a successful salesperson requires a broad range of effective interpersonal skills; adapting our language to match the buyer, demonstrating confidence, building rapport and being responsive and attentive to name but a few. This two day course provides the essential selling tools and techniques needed to be a truly successful salesperson.

### What will you learn?

- ⇒ Understand the sales process, including the importance of sales through customer service and the buying journey.
- ⇒ Identify the skills required to be an effective salesperson.
- ⇒ Build customer awareness and tailor the sales conversation to their individual needs.
- ⇒ Consider the key stages of the sales process and prepare an approach to enhance the customer experience and increase sales effectiveness.
- ⇒ Explore communication theory and techniques and how to maintain a confident and assertive style during interactions with others.
- ⇒ Develop questioning, listening and rapport building skills to increase confidence and have meaningful conversations.
- ⇒ Apply the skills and techniques learnt through practice and live demonstration.
- ⇒ Create an action plan that will embed development and promote consistent application of learning.

### What will you cover?

- |   |   |
|---|---|
| ⇒ Introduction to sales                           | ⇒ Defining 'communication'                            |
| ⇒ Sales through service                           | ⇒ The circle of communication                         |
| ⇒ The buying journey                              | ⇒ Identifying your preferred style                    |
| ⇒ Creating a customer                             | ⇒ Adapting to other styles                            |
| ⇒ Unconscious bias                                | ⇒ Active listening skills                             |
| ⇒ The skills required for effective selling       | ⇒ Powerful questioning skills                         |
| ⇒ The sales process                               | ⇒ Rapport building made easy                          |
| ⇒ Establishing and matching to customer needs     | ⇒ Work-based live demonstration and scenario practice |
| ⇒ A simple structure for responding to objections | ⇒ Action planning to embed the development            |
| ⇒ Closing the sale                                | ⇒ Next steps in embedding learning                    |

### Who is it for?

Anyone required to sell who wants to increase their effectiveness.

### How long will it take? Two days