Mastering the Art of Selling

OVERVIEW

Customers today are better informed and more demanding, and competition is tougher in almost every field. This course helps salespeople move beyond street-wise tactics to a professional approach. It walks through seven steps of selling, from preparation and understanding customers to handling objections, closing and following up.

WHO IT'S FOR

Sales, sales support and marketing executives, and anyone who wants to sell more, grow their customer base and keep existing customers.

DURATION

2 days

DELIVERY

In-house · Public

OBJECTIVES

- Build sales skills and techniques
- Improve interpersonal skills
- Build rapport and strong relationships with customers
- Develop a professional sales approach
- See selling as an advanced form of service
- Recognise what buyers need
- Overcome resistance positively
- Close with better technique and more confidence
- Improve sales performance

MODULES

1. Start with a Positive Note

- Dismissing the 'inherited bad values' mindset
- Empowering yourself to reach your goals
- Replacing negative thoughts with positive ones
- Thinking out of the box
- Making a positive attitude a habit
- The magic word ATTITUDE

2. Setting Goals and Making Selling Your Hobby

- Mindset and setting higher goals
- Overcoming self-limiting beliefs
- Turning selling into your hobby
- What motivates and demotivates you
- Personal accomplishment, status symbols and net worth
- Short, medium and long-term goals
- SMART goals and staying focused
- Hobbies vs jobs
- Attitude makes the difference

3. Step 1: Preparation and Product Knowledge

- Product and market knowledge
- Selling is all around
- Knowing where and how to start
- Mastering your products and services
- Finding the right customers
- Prospecting techniques and why they matter
- Five ways selling is done

4. Step 2: Understanding Your Customers

- Knowing your customers inside out
- Ten buyer personality types
- Matching your style to the customer
- Eight customer fears

5. Step 3: Approaching Customers and the Communication Process

- Arranging and meeting customers
- Dos and don'ts in meetings
- Five dos and don'ts to earn customers' trust
- Building rapport and common ground
- Ten buyer personality types
- Putting clients at ease
- Verbal and non-verbal communication
- Active listening
- Nine verbal blocks in sales

6. Step 4: Establishing Customer Needs

- Questions that open the customer's mind
- Establishing the prospect's needs
- Qualifying your way to success
- Applying F.A.B. (features, advantages, benefits)
- Meeting vs exceeding customer expectations

7. **Step 5: Handling Resistance and Objections**

- Two golden rules
- Why customers resist
- Six steps to handling concerns and objections
- Using EQ with different personalities
- Negotiation techniques and anticipating outcomes
- Addressing client concerns and difficult questions
- The L.A.S.T. technique for handling resistance

8. **Step 6: Closing the Sale**

- When to close
- Noticing positive signals from the prospect
- Body language to watch for
- Closing statements that ask for the sale
- Asking for the order the right way
- Understanding the customer's decision process
- Guiding actions and paperwork
- Assumptive questions and alternative strategies
- Waiting for the ink to dry

9. **Step 7: Growing Your Business and Following Up**

- Asking current clients for referrals
- Using technology
- Strategies for overcoming failure
- Planning your time for a better future
- The power of customer care

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hello@3riseupsolutions.com · WhatsApp 017-899 7575 · www.3riseupsolutions.com