

In an ever more crowded and competitive market a structured approach and proven techniques are vital to being successful in achieving sales targets. This workshop will take you through the various stages necessary to consistently achieve success without resorting to high pressure selling. The workshop examines:

- The sales process
- Key selling competencies
- Prospecting
- Appointment setting
- Handling face to face meetings
- Objection handling
- Closing techniques

Who Will Benefit?

Anyone new to selling, or who has not had formal sales training.

Workshop Outline

Day One

- Introductions and expectations
- Starting with the end in mind – what do you need to achieve
- Understanding the customer's buying behaviour
- Planning key messages to gain interest in your offerings
- Prospecting to save time and increase your conversion rate
- Effectively working with gatekeepers to get through to more prospects
- Qualify prospects
- Managing face to face sales meetings
- Opening the meeting
- Building rapport
- Questioning techniques to build the prospects understanding about the value of your solutions
- Why do objections occur?
- Handling and overcoming objections
- Recognising buying signals and how to respond
- Communicating features, benefits and advantages to progress the prospect to purchase
- How to upsell
- Selecting the appropriate closing technique
- Developing further business after the first sale
- Action planning

Day Two

- Reviewing your successes
- What was difficult and how to improve
- Thinking ahead – what else needs to change?
- Action planning

Duration

2 Days

01623 627264

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