



Revolution

Learning and Development

Course Overview

Sales Skills

Course Aims

Turning foot traffic into sales is a challenge for any organisation. People are constantly on the lookout for bargains and with many organisations offering similar products and services, there is plenty of competition out there. Where products and prices are similar, there is one main differentiator – the person selling.

This workshop looks at the skills and approaches required to get sales, ensuring the customer buys the person selling and in turn what they are selling.

By the end of the session, attendees will:

- Understand the importance of the sales person
- Be able to set clear sales objectives
- Understand how to establish customer needs and wants in order to match the product or service
- Understand the decision making process
- Develop effective communication skills
- Know how to avoid/overcome objections
- Be able to effectively close the sale

Course Content

- Skills and behaviours of an effective sales person
- Difference between needs and wants
- Questioning to understand needs
- Positioning and matching products and services
- How people make decisions to buy
- Avoiding/Overcoming Objections

Course Benefits

- Increase sales levels
- Secure more appointments
- Use effective questioning techniques
- Close more sales

Who Should Attend?

Newly appointed sales people and those with some experience who are in need of a fresh approach.

Price

Open Workshop - £299 inc VAT per person. 1 day workshop including lunch and a delegate workbook.

Delivered to your organisation – Contact us to talk about your requirements and for a no obligation quote.

Session Breakdown

The Sales Process

- Looking at the sales process from start to finish
- Why people buy?

Developing Sales Skills

- Approaching and building relationships with customers
- Effective communication skills and building rapport
- Identifying customers needs through conversation

The Sale

- Structuring the sale
- Matching products to needs
- Describing Features, Advantages and Benefits
- Overcoming resistance
- Closing the sale

Skills Practice

- An opportunity to practice the skills

Course Information

This is a **one day** training event that Revolution Learning and Development deliver as an in-house course anywhere in the UK

We can make this more bespoke to your needs.

The cost of our open courses includes the learning materials, refreshments during the day and lunch.

To discuss your individual needs, email contact@revolutionlearning.net or call us on 03333 444 575.

Booking terms and conditions are available on our website.