

Introduction to Sales Module 1 – 2 Day Course

Course Overview

This is the first part of the three part sales program, which focuses on setting up the group for prospecting, incorporating the need for planning, discipline, motivation and self/business analysis. From there the group go on to develop the skills required to understand how effective use of questioning techniques must be combined with listening skills in order to identify needs and overcome objections.

Who Should Attend

This course will benefit people new to selling either on the telephone or face to face as well as those who have been in the role for sometime and require re-focussing on the key skills required to successfully gain the sale.

Course Content

Prospecting

- Knowing your market place
- Key Ratios

Organisation & Planning

- Setting priorities & planning the week

Communication the Beginnings

- Listening versus hearing
- Overcoming the barriers

Question Types

- The four question types
- How and how not to ask questions

Introduction to the Seven Point Sales

- Prepare and Plan
- Create a bridge
- Probe
- Summarise
- Match and sell the FAB's
- Close
- Confirm action points

FABS

- What is a Feature
- What is a Benefit
- What is an Advantage

Handling Objections – The Basics

- Why objections occur
- Types of Objections – real or red herring?

Closed Techniques

- When to close
- Being objective
- Closing Techniques

Additional Information

- CD Manuals and Certificates provided
- Course timings – 9.30 am- 05.00 pm
- Buffet lunch included and free parking available on site
- Joining Instructions will be sent prior to attending the course

Course Costs

To book this course or for further information please contact the training team on Tel - 01604 655 900 or email – training@paradisecomputing.co.uk

