

Introduction to Sales Module 2 – 2 Day Course

Course Overview

This is the second part of a three-part sales program, which focuses on prospecting for appointments and information, managing their territory and maintaining focus/motivation when canvassing appointments. Continual role plays are used throughout the course.

Who Should Attend

This course will benefit people new to selling as well as those who have been in the role for sometime and require re-focussing on the key skills required to successfully gain an appointment and accurately maintain records as well as planning campaigns.

Course Content

Prospecting

- Generating prospect lists and getting the right contact level
- Looking for new business areas
- Creating the needs
- Managing the territory
- Telephone versus Foot canvassing
- PMA

The Gate Keepers

- Why they are there
- The perils of lying
- Friend or Foe
- Knowing the boundaries
- Getting through the gate keeper

Prospecting

- To create a bridge
- To plan probing questions
- To match features to needs
- As cues for closing techniques
- To overcome objection

Setting up Appointments

- Knowing the objectives
- Opening the conversation
- Grabbing attention
- Voice, Tone and Pitch
- Listening and responding to information received
- Using the right questions
- Setting up the appointments
- Summarising
- Handling objections
- Closing techniques
- Leaving the door open
- The points to remember when setting up appointments

Record Keeping

- Recording information
- The Do's and Don't

Additional Information

- CD Manuals and Certificates provided
- Course timings – 9.30 am- 5.00 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

