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Effective Selling

Course Overview

The "Effective Selling" training is highly practical and is focused on to develop participant's awareness that it is highly necessary for them to develop efficient and open routine in their everyday's work. As a result out of this it will save their own and their client's time, it will increase the company's trade and help their clients to strongly benefit from the cooperation with the company. The training course consists of a continuous sequence of visual presentations, interactive discussions and practical exercises and simulations. A very important part of the training methodology will be the peer-education interaction. Also participants will be supported by the trainer to interchange their own experience and discover the new perspectives towards their job – through the discussions and practical parts of the training.

Approach

The training course consists of continuous sequences of explanation, interaction and practical exercise.

Duration

2 Days

Training Objectives

- Prepare, lead and utilize their sales visits
- Better understand clients' buying process and recognize at what stage of it a client is in
- Adjust more efficiently their approach and behaviour to a client or to a specific situation
- Be more assertive and initiative in the selling process

Course Outline

- Customer Centered Selling
- Flexible Communication
- The Sales Mountain
- Preparation
- Opening
- Presentation
- Closing
- Follow-Up

Program Schedule

Welcome & Introduction

Client-Oriented Sales

- Business Partnership with Clients



- Recognizing your Clients
- Why Do Clients Leave?
- What Do Clients Want?
- The Buying Process from the Client's Perspective
- Persuasion in Sales

The Communication Phenomenon

- Communication Forms
- Non-Verbal Communication
- Successful Message Transfer
- The Perception Process

Effective Presenting

- Preparation of an Effective Presentation
- The Structure of Effective Presentations
- Effective Strategy for Effective Communication

Typology of Behavior – The DRS Model

- The Dominant Behavior Style
- The Reserved Behavioral Type
- The Social Behavioral Style
- Hidden Questions

Climbing the Sales Mountain

- Approaching the Client
- Sales Conversation Phase Structure
- The AIDA Principle – A layered client approach
- Sales; Like Climbing Mount Everest

Sales Management

- The Actual and Potential Customer Database
- The Volcano Principle in Sales

Action Planning & Commitments

