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Professional Selling

Course Overview

The more sales experience someone acquires, the more they will realise that selling requires human input. The customer must want to give you the order. This requires a special approach. You will need to build a rapport with your customer and create a more lasting relationship. Elements such as customer attention, accuracy, keeping your promises, dedication, initiative, and creativity are very important to achieve this. This training course is the next level after Consultative Selling. You will make a transition from the sales representative focus to business focus and learn how to think and act from an entrepreneurial perspective. You will learn to refine your commercial skills when dealing with prospects and customers and improve relationships, whether in the office or on the road. The focus is on outcomes. It's the business results that count!

Approach

The training course consists of continuous sequences of explanation, interaction and practical exercise. You will receive video recordings of your performance at the end of the course.

Duration

3 Days

Training Objectives

- Turn your customers into relations
- Stimulate existing customers to buy more
- Win new customers as a result of a structured sales approach
- Sell to groups and teams
- Apply the 5x4 action plan into real life situations

Course Outline

- The total customer approach
- Selling at the executive level
- Matching the added value appeal with each customer
- Overcoming objections on the telephone when making appointments
- Active listening despite distraction
- How to be a top sales representative
- What to say and not say about the competition
- Preparing a customer analysis and using it
- Listing the (im)possibilities of prospects and customers
- Handling complaints during the acquisition and after-sales stages
- Who are the most influential and important decision makers?
- Which arguments should be used for which roles?
- Selling to groups and buying teams
- Guidelines for improving performance and results
- Selling at a higher price; creating better margins
- Structure of a pro-active proposal



- Practical application of the 5x4 plan

Program Schedule

Day One

- Welcome & Introduction
- The total customer approach
- Selling at executive level
- What Added Value appeals to which customer?
- Selling from a 5x4 action plan
- Overcoming objections when making appointments over the telephone
- How to treat customers during business dinners

Day Two

- How to listen attentively to your customer despite distractions
- Characteristics of a top-class sales rep
- What to say and not to say about the competition
- Customer analyses and how to use them
- Listing the (im)possibilities of prospects and customers.
- Handling complaints during the follow-up and acquisition phases
- Who are the most influential and important decision makers?
- Which arguments to use for which roles?

Day Three

- Selling to groups and buying teams
- Guidelines for improving performance and results
- Selling at a higher price; creating better margins
- Structure of a pro-active proposal
- Putting the 5x4 action plan into practice
- Personal Action Planning