

# Gearing You For Growth

Bursaries | Business Skills | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Sales for Non-Sales People

### Course Overview

This intensive, highly practical and enjoyable session provides an introduction to sales for people who are not directly involved in selling. It is aimed at support staff, technicians, back office staff – anybody who is involved in the provision of a product or solution or service to a client – but not involved in the actual sales transaction.

### Approach

The training course consists of a continuous sequence of discussions, interaction and practical exercises, largely geared toward your own day-to-day work situation!

### Duration

- 1 Day

### Training Objectives

- Understand the sales process – and see how it applies in your own and other businesses.
- Identify opportunities with clients – and know what to do with these opportunities.
- Support account managers – so that they can add value to contracts.
- Understand the different decision makers involved in the contact – so that they know how best to communicate with those people.



## Course Outline

- Introduction and objectives.
- Defining selling.
- Who is involved in selling?
- The role of non-sales people in selling.
- Our attitude and sales.
- Building a commercially focused culture.
- Understanding traditional sales techniques.
- The process of a sale, from identification of a need – through to fulfilment and payment and after sales.
- The knowledge, skills and attributes required by sales people.
- How selling crosses over into our own roles?
- How to communicate effectively with customers?
- How to identify opportunities?
- What to do with an opportunity once you have identified it?
- Action planning.

## Program Schedule

### Day One

- Welcome and Introduction.
- Defining Solution Selling.
- What is Selling?
- Define distinction between Implied and Explicit needs.
- The Customer Perception Pyramid.
- Customer Buying Cycle.
- Questioning Skills.
- Benefit Selling using FAB.
- Building an Agreement Staircase.
- Objection Handling.
- Rapport Building Skills.
- Personal Action Planning.