

Gearing You For Growth

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

Effective Selling

Course Overview

The "Effective Selling" training is highly practical and is focused on developing a delegate's awareness that is highly necessary for them to develop an efficient and open routine in their everyday 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.

A very important part of the training methodology will be peer-education interaction. Also, delegates will be supported by the trainer to interchange their own experience and discover new perspectives towards their job through the discussions and practical parts of the training.

Approach

The training course consists of continuous sequences of explanations, interactions, and practical exercises.

Duration

- 2 Days

Training Objectives

- Prepare, lead, and utilize their sales visits.
- Better understand client's buying process and recognise at what stage of it a client is in.
- Adjust more efficiently their approach and behavior 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

- **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 processes.
- **Effective presenting**
 - Preparation of an effective presentation.
 - The structure of effective presentations.
 - Effective strategy for effective communication.
- **Typology of behaviour – The DRS model**
 - The dominant behavior styles.
 - 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 and Commitments**