

Gearing You For Growth

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

Selling Smarter

Course Overview

It is no secret that the sales industry continues to change and evolve rapidly. This is an exciting and dynamic profession, although it is often underrated and misunderstood.

The backslapping, high pressure, joke-telling sales person has disappeared. In his place is a new generation of sales professionals: highly trained and well groomed, with the characteristics of honesty, trustworthiness, and competence.

This one-day workshop will help you teach delegates how to be one of those smart sales professionals.

Course Objectives

- Explain and apply concepts of customer focused selling.
- Use goal-setting techniques to focus on what you want to accomplish and develop strategies for getting there.
- Apply success techniques to get the most out of your work.
- Understand productivity techniques to maximize your use of time.
- Identify ways to find new clients and network effectively.

Prerequisite

There are no prerequisites.

Target

It would be great if every person in an organization could be a seller in your company. Ideally this course is for any person who is part of the business development process but consideration should be given to the benefits of upskilling a larger circle of employees.

Duration

- 1 Day



Course Outline

Selling Skills

To begin, delegates will explore consultative selling and the efforts-result matrix. Delegates will also discuss how to build trust and credibility with their clients.

The Sales Cycle

During this session, delegates will look at the steps of the basic sales cycle: initiate, build, manage, and optimize.

Framing Success

In this session, delegates will learn about the power of the mind and how to use that to build a professional, confident image.

Setting Goals with SPIRIT!

Next, delegates will use the SPIRIT acronym to create positive, achievable goals.

The Path to Efficiency

During this session, delegates will share their time management tips, and we will offer some ways of maximizing your time.

Customer Service

This session will look at the four needs of customers and how we can use them to sell smarter.

Selling More

Next, delegates will explore the three types of selling. Delegates will also discuss the importance of perceived value.

Ten Major Mistakes

This session will look at the ten biggest mistakes salespeople make. Delegates will then brainstorm ways to avoid or rectify these mistakes.

Finding New Clients

During this session, delegates will discuss how to find new clients and how to network.

Selling Price

To wrap up the day, delegates will look at the advantages and disadvantages of selling price.