

Introduction to Selling



A 2-day programme

Who for:

Individuals embarking on a role in sales or who would benefit from building their skills; anyone whose role involves supporting the sales team in face to face contact with customers e.g. technical advisors

In this programme, you will learn and practise:

- How to define and systematically build the key knowledge around your products and services which will lead to confidence and success
- Clarifying sales goals and objectives, both long and short term
- Making initial contact with customers, developing and maintaining genuine rapport both verbally and non-verbally
- Skilled questioning to establish the client's requirements and what is important to them
- Presenting your solutions irresistibly and with integrity
- Handling customer reservations or objections persuasively and confidently
- Closing congruently

