

Successful Selling

Outcome

Delegates should be able to:

- Develop a simple sales structure which can be used in all situations
- Develop methods of overcoming objections
- Identify the signals which precede the sales close

Aims and Objectives

- To enable participants to maximise sales opportunities and develop professional selling expertise.
- To show delegates how they can become successful sales people and make customers feel that they are there to help them and to meet their needs.
- To enhance and improve participants' natural selling talent.

Key Topics include:

- What is selling? And what is it not?
- Why should you create an image?
- The first rule of selling.
- The Sales process – logical progression
- What is the best approach?
- Do you ask or do you tell?
- Handling objections
- When to “shut up!”
- Closing the sale