KSL Training

Title: **Selling Skills**

Trainer: **Jacqueline Harris**

Duration: **2 Days**

Delegate No: **Min: 4** **Max: 8**

Course Synopsis

Successful selling is about building rapport with the buyer, understanding their needs and wants and providing a product or service that matches their need. To be effective a sales person needs confidence, great communication skills and to be able to follow a sales process that moves the sale forward without being pushy. This tailored in-company selling skills course covers all the basics of successful selling in a practical and interactive way.

Target Audience:

This course provides in-company training for individuals who are new to selling or have had no previous sales training.

Course Objectives:

By the end of this course participants will be understand the psychology and principles of effective selling and will be able to follow a sales process which makes it easy for buyers to buy.

Programme Topics:

- The psychology and principles of selling
- First impressions
- Building trust and rapport
- Questioning and listening to uncover customer needs
- Features and benefits
- Handling concerns and objections
- Gaining commitment

Programme Methodology:

- The trainer will introduce the sales process and the underlying skills and techniques
- There will be lots of individual and small group exercises to practise the skills and techniques
- Each participant will have the opportunity to practise a sales conversation with a buyer and also to experience a sales meeting from the buyer's perspective
- A workbook will be provided for each participant covering the key topics of selling skills with space to make personal notes