

# Introduction to Selling Skills



## Introduction

New to sales? There are a number of parts to every sale and it is important to get them right. Miss one out or get one wrong and your hit rate will suffer and so will your morale. We look at all the problems facing new people in sales who have to deal with receptionists and then build rapport with busy decision makers and have answers to objections that work. Our research shows that new salespeople who attend this course get off to a good start and go on to be successful.

## Aims and objectives

This course will build a good foundation for those new to selling. Delegates will be able to handle receptionists and secretaries, get through to decision makers, develop rapport, overcome objections and win the business.

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## Preparation & planning

- ▶ How to improve your selling confidence
- ▶ Selling techniques for finding new business
- ▶ Developing a sales plan that will enable you to be successful and hit target
- ▶ Sales time and call objectives
- ▶ How to structure a successful sales call so rapport building is much easier

## Making prospecting calls

- ▶ Preparing to make new calls
- ▶ Making successful sales calls with receptionists and decision makers
- ▶ How to handle problems with receptionists and get through to more decision makers
- ▶ Establishing customer needs
- ▶ Presenting your sales case



## Building rapport and trust

- ▶ Building trust and respect by asking the right questions
- ▶ How voice speed, inflection, resonance and tone can dramatically affect your hit rate
- ▶ Using different types of question for the best results
- ▶ Our award winning formula for handling objections

## Closing

- ▶ How and when to ask for the business and close the sale

## Results

Every delegate will be able to get past receptionists, through to decision makers and deal with obstacles, issues and objections in a far more professional way with answers that are significantly better and refreshingly different.

New salespeople who have attended this course have reported significant improvement in all areas of the sales process. They leave with a better insight into how to overcome their weaknesses and improve their selling skills. They also leave with far more confidence and are able to approach prospecting with renewed enthusiasm

New prospects will be much easier to negotiate with and closing the sale will become automatic. Call 02380 840376 for more information