



time to shine

High Impact Selling!

Course Objectives

This course will teach sales people the fundamentals of good sales techniques such as how to build a rapport; leading the customer towards the buying decision and finally closing the deal.

The course will also explore how to handle objections, negotiation skills and gaining ongoing commitment by understanding how to manage the client relationship effectively.

Course Topics

- An understanding of the qualities of a successful sales person
- The ability to control any sale with a structured approach
- The verbal & non-verbal skills to demonstrate your capabilities both over the phone and face to face
- Sales behaviour – what works and what doesn't
- Communication – the development of verbal and non-verbal techniques
- Developing rapport through active listening techniques
- Opening the meeting – “do's and don'ts”
- A structured approach for taking control of the contact
- Questioning techniques – open and closed questions
- Handling and overcoming objections – The Feel, Felt & Found
- The negotiation ladder – examining 'tradeables' and currencies
- Scenarios and practice throughout the course