

## Selling for Success

### Course ref: TS1

#### **Course aims:**

- to understand the process of selling
- To develop delegates' skills in effective sales techniques
- To enable delegates to present their case in terms of benefits
- To help delegates understand buyer motivation

#### **Benefits of attending:**

- High quality training by experienced sales professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

#### **Outline of programme:**

“Some people may be ‘born salesmen’, but the rest of us can learn the techniques for selling success”

On this workshop, delegates will understand:

- The **FAB principle** - or how to think of your product in terms of customer advantages and benefits, not features
- How to identify your most profitable customers
- Why you need to really get to know your customers, and what they want
- How to use the telephone to ring up more profits
- The five P's in negotiation
- How to recognise an objection, and turn it into a benefit
- Why the price is the last thing you talk about
- How and when to ask for the order
- The importance of aftercare

#### **Duration:**

This course normally operates as a 1 or 2-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Advanced Selling Skills, Negotiating to Win, Telesales, Professional Networking at Seminars, and Marketing for Success.