

## **Advanced Selling Skills**

**Course ref: TS2**

### **Course aims:**

- to identify the best selling strategies for each delegate's business
- To develop their skills in negotiating and building major sales
- To identify what motives and personal characteristics enable their customers to buy
- To reinforce their closing skills

### **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:**

- Sales strategy techniques
- Unique Selling Propositions
- Negotiating and the pricing issue
- Advanced face to face selling techniques
- Decision makers and motives for buying
- Building the relationship - one to one techniques
- Locking in to sell more with your most profitable customers
- Gaining a competitive sales advantage
- Advanced closing techniques
- Action planning

### **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 Selling for Success, Negotiating to Win, Telesales, Professional Networking at Seminars, and Marketing for Success.