

THE ART OF SELLING & GREAT SALES CONVERSATIONS

DATES: 15TH & 16TH AUGUST 2017

Great selling starts with the customer and understanding their motivations, buying styles and goals. Understanding how customers buy enables salespeople to guide and support them through the buying process to reach a decision.

This sales training programme will provide delegates with the insight, skills and tools to help the customer reach a positive buying decision.



“Approach each customer with the idea of helping them solve a problem or achieve a goal, not selling a product or service”.

Brian Tracy

INTRODUCTION TO SELLING - What is important in selling today. How selling has evolved

WHY CUSTOMERS BUY – Understanding the buying process, buying motivations and buyer styles

THE SALES PROCESS

- The importance of preparation
- Why we need call objectives
- Establishing the decision maker
- How to navigate the gatekeeper
- Signposting

- Building rapport
- Establishing needs
- Presenting our solution
- Why objections are raised and how to manage them
- Closing with confidence

All delegates will be issued with a workbook of the Selling Skills Course work.

COST OF THIS 2 DAY COURSE: £399 + VAT

BOOK YOUR PLACE NOW! EMAIL: Christine@callcentrewales.co.uk

OR CALL 029 2070 9800

