



Essential Sales Skills

Course Aim

The pressure on developing business is relentless and with customer preferences changing it is important to develop selling skills across all forms of communication including the telephone, e-mail, messaging, in person and the ever-growing online video call. This course will help delegates learn essential techniques required to adapt to the 'new normal' including how to stay motivated and work effectively from home.

This course aims to provide delegates with the skills required to achieve their targeted sales. Our training shows how to adapt delegates activity to maximise contact time and minimise travel. This course also provides demonstrations on the preparation for each call or contact to ensure the best result, techniques for cross selling and upselling as well as key account development. Delegates are provided sale skills for inbound and outbound calls and how to best present themselves in video meetings. The course will also cover the seven-touch strategy with the aim to dramatically improve results.

Who Should Attend?

This course is suitable for delegates working as field or internal based salespeople look to further develop sales skills. Delegate's job titles may include sales executive, sales managers, business development managers and account managers.

Course Duration

This is a 1 day course and runs from 9.30am to 4.30pm.

This course runs from a dedicated Central London venue and is also available online.

This course can also be run on your company site.

Certification

Upon successful completion of the course delegates will receive the following:

- A Certificate of Attendance
- Follow up programme notes
- Post programme access to additional materials
- Unlimited post programme access to your Course Leader



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Agenda

This course covers the following:

The Behaviour of Success

- Understanding need – why people buy
- How is a sale made? What will influence a “Yes” decision?
- The seven-touch sales strategy
- Being organised and staying motivated

The Sales Model

- Customers, prospects, and targets
- Activity management – Quality, Quantity, Direction
- Achieving target – a new look

The FIRST Principle

- How to open your calls for maximum impact
- Question, listen, summarise
- Video calling – when? why? how?
- How to conduct a video meeting

Cross Selling & Up Selling

- How to recognise opportunities to increase the value of the conversation.
- The difference between features and benefits

Key Account Development

- Working with decision makers and influencers
- Maximising sales from key accounts
- The key account matrix

Not enough Leads?

- Outbound calling
- Getting through the gatekeeper
- The reason for the call is....
- How to keep going when things get tough