

Selling Skills

Outcomes

The “Selling Skills” training empowers delegates to ...

- “Read” and understand their customers’ better
- Improve their interpersonal skills with customers
- Reach their sales targets through effective customer care
- Communicate and interact more effectively with customers.

Who should attend?	Duration
<ul style="list-style-type: none"> • Company representatives • Sales people • Marketers • Client liaison employees • Frontline (front desk) employees. 	<ul style="list-style-type: none"> • Five-days.

Training Content

Module 1: The sales process

This module explains:

- The sales process from beginning to end
- When selling does not work for you
- When selling works for you.

Module 2: Understanding customer personality preferences

This module explains:

- The personality preference scale
- How to identify your customer’s personality preference.
- How to respond appropriately to your customer’s personality preferences
- Customer buying styles.

Module 3: Effective communication with customers

This module explains:

- The communication model as a basis for understanding customer relationships
- The importance of listening to and hearing your customer

- How to ask questions to get the information you need
- Effective customer interaction and communication styles.

Module 4: Interpersonal relationships and sales

This module explains:

- The importance of effective customer relationships
- How to improve customer relationships?
- How to build new customer relationships?

Module 5: Customer body language

This module explains:

- Video: Body language (Alan Pease)
- How to interpret the body language of customers?

Module 6: Handling difficult customers

This module explains:

- Conflict questionnaire
- Role-play on how to interact with customers (videotaped)
- Feedback on role-play with customer.