

CDU delivering AIM Professional Short Courses

Essential Selling Skills

This intensive and highly interactive course will equip enthusiastic salespeople with the skills necessary to return high sales-to-calls ratios and ensure their place as highly valued deal closers and relationship builders. It is designed for sales people, client service personnel, call centre staff, account managers and other individuals who need to gain commitments from internal and external clients.

Designed for

Sales people, client service personnel, call centre staff, account managers and other individual who needs to gain commitment from internal and external clients.

Learning Outcomes

- Identify client buying motives and needs
- Strategies for cold calling
- Identify key strengths, features and benefits of products / service
- Identify effective questioning techniques
- Distinguish and respond to real client concerns
- Identify and respond to buying signals
- Negotiate and successfully close the sale
- Effectively plan and manage sales territory and sales activities

Course Content

- Identifying strategies to deal with "call reluctance"
- The seven stages of the client call
- Identifying the six major buying motives
- Setting clear goals for each call
- Approach techniques to gain client interest and involvement
- Questioning techniques to build better relationships
- Matching product or service benefits to needs
- Effective territory management

Course Duration: 2 days