

# Professional Selling Skills

Sales are essential for the success of any business, whether that business employs one person or several thousand people.

This course gives participants the sales techniques and tools that are used by some of the world's most successful sales people, and includes the 'eight key steps' to a successful outcome. All the course material used is practical and effective as it has been developed and tested in today's business environment.

## course details

### Course Duration

One Day

### Course Cost

£950

### Maximum Delegates

This course is designed for up to 10 delegates

### Training Location

Training can be run at any venue

### Participant Profile

This course is aimed at:

- Sales Managers and Sales People
- Directors/Managers of SME's who sell their products/services

### Key Topics

Participants will cover:

- The key ingredients to a successful sales person
- Reaching the right person and making appointments
- The art of questioning and listening
- Handling objections and negotiating
- Offering your product/service as a benefit to the customer
- Closing the sale and achieving the business

### Course Benefits

On completion of this course, participants will understand:

- How to structure sales meetings
- Techniques for closing the sale
- How to competently sell the benefits and handle objections
- How to achieve better results in terms of sales, conversions and appointments

## client testimonial



The day was very full and consisted of interesting course content and an excellent trainer. I enjoyed myself and learned a lot.

Gwen Fryer, **Tailored Solutions Recruitment**

## You may also be interested in...

### Effective Telephone Techniques

Designed to look at the skills required to deliver exceptional customer service over the telephone, improving the telephone techniques of the organisation's client facing individuals.

### Key Account Management

Offers participants the knowledge of what Key Account Management entails and the type of commitment organisations need to undergo if they wish to implement it.