



3 -Day Sales Foundation Programme

(Three day programme - each day conducted one month apart).

This 3-day selling skills foundation programme is aimed at newly appointed salespeople from any sales background or those with limited training or experience. Management or non-sales personnel who need a greater sales awareness will also benefit from attending.

This 3-day programme develops a sound foundation on which the sales professional can build a successful and rewarding career. The programme is designed to give delegates a clear understanding of the role and responsibilities of the salesperson and the extent to which sound, logical planning is required before selling starts. This intensive and interactive programme will equip salespeople with a comprehensive and practical toolkit of professional, solution driven sales and negotiation techniques to totally satisfy their customers and defeat the competition.

Course objectives

- To sustain long-term performance
- To make more face-to-face appointments with Senior Decision Makers
- To work smart rather than just hard
- To develop an effective written proposal including financial justification
- To improve negotiation skills and tactics
- To win more business and margin at 'Closing Time' by identifying when and how to ask for commitment

Delegates will learn

- Effective telephone appointment making techniques
- How to stay motivated when facing rejection
- The psychology of selling and what makes people buy
- The personal qualities of a professional sales person
- The easy way to get from Good Enough to Excellent
- How to develop a territory business plan
- Call planning and territory management
- How to use features and benefits
- How to identify customer needs and objectives
- Effective questioning skills, how to handle objections and how to sell quality
- How to identify a customer's criteria for ordering
- How to present back facts gathered in an effective proposal
- How to improve their quote to order conversion rate
- The rules for faxing and emailing proposals
- How to present proposals
- How to differentiate their company from the competition
- What is Principled Negotiation - and how to focus on merits
- How to create the 'feel good factor'
- How to use Values and Lifestyle Survey (VALS)
- How to develop the closing habit
- How to use the non-spoken language of negotiating and closing