



# Selling - The Essentials For Success

**This Master Class is designed for both new and inexperienced field sales people selling products or services. It covers all the essential planning and selling skills necessary to launch a new field sales person on the road to success. It will also effectively help experienced sales people to lift themselves back up to target.**

A sure fire way to achieve rapid results, '**Selling - The Essentials for Success**' shows delegates how to focus on the activities that really matter - how to work smart, rather than just hard! All delegates will learn easier ways of attaining and maintaining peak personal performance, achieving in a single day what other courses struggle to reach in three.

The basis of the day is the Personal Performance Manager (PPM system), a performance improvement management system that breaks down the job of a Field Sales person into 64 functions, and defines three levels of performance for each function: Not Good Enough, Good Enough and Excellent.

## Course objectives

- To achieve double the sales with half the effort
- To raise the benchmark of success across the board
- To sustain long-term performance

## Delegates will learn

- The Psychology of selling and what makes people buy
- The personal qualities of a professional sales person
- How to develop a positive mental attitude
- The 80/20 law for winning business
- 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 objectives
- Effective questioning skills, how to handle objections and how to sell quality
- How to identify a customer's criteria for ordering
- A formula for winning business from the competition