

PROFESSIONAL SELLING

COURSE OBJECTIVES & BENEFITS:

Sales improvement program that focuses on developing the knowledge, skills and attitudes

COST: 20000 (MUR)

COURSE OUTLINE:

Part One – Find Your Customers

- Prospecting for more sales
- Acquiring referrals
- Using the telephone to qualify and get appointments
- Overcoming telephone cold call reluctance
- Defrosting telephone cold calls
- Writing your own telephone outline
- Telephone cold call checklist
- Case Study

Part Two – Face to Face Selling

- Understanding the process
- Presentation strategies
- Starting the interview
- Asking questions
- Facts and features
- Benefits

Part Three – Closing for Commitment

- Testing for “buyer” interest
- Obtaining the right commitment

- Reducing resistance and countering concerns
- Four successful actions for obtaining commitment
- Overcoming objections

Part Four – Customer Needs in the Major Sale

- Different needs in small and large sales
- How needs develop
- Implied and explicit needs
- The value equation
- Explicit needs and success
- The SPIN strategy

Part Five – Communication

- The importance of non-verbal communication
- Five steps to successful negotiations
- Reviewing your efforts
- Understanding your customer
- The four communication styles
- What did I discover about myself
- Four case situations
- Case situation responses

Part Six – Organization for Great Sales

- Prioritizing your clients/prospects
- Conquering the paperwork mountain

- Following up
- Salvaging scrap time
- Make notes
- Using a prospect lead form
- It's up to you
- Review
- What did we cover?