



SM039: Successful Selling Skills

Training Description:

Having an excellent product or being an expert in your field, doesn't guarantee that you will achieve success or respect in the business world. Now, more than ever you must be skillful at maintaining the relationships that make business work.

Equip your customer facing staff from sales to business development or any other role that requires they demonstrate value to your customers, with the techniques to do so effectively.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Explain and demonstrate the sales process
- ✓ Understand your market
- ✓ Discover what makes sales different to other environments
- ✓ Explore the customers buying process
- ✓ Know why you lose customers
- ✓ Treat customers uniquely; not painting everyone with the same brush
- ✓ Know your client's needs and expectations
- ✓ Understanding customer segmentation
- ✓ Learn how to approach customers
- ✓ Construct effective questions to use during a sales meeting and actively listen to your customers responses
- ✓ Discuss the importance of communication when dealing with customers
- ✓ Learn how to employ listening skills to understand clients' needs instead of simply pitching services
- ✓ Understand the needs of different types of buyers in order to offer something each person recognises as valuable
- ✓ Demonstrate how to avoid and overcome customer objections in order to gain commitment to the next step
- ✓ Gain an in-depth knowledge on how to close a sale effectively

Training Designed for:

This training course provides an introduction to sales for anyone new to selling or with no previous sales training. As a company, we offer a choice of sales training course to meet different sales capabilities as well as bespoke training programs to meet specific organizational goals. It will greatly benefit those who are working as a Sales and Business Development professionals who would like to gain or build on existing sales skills, have better understanding of their client base and how both new and existing clients can be developed.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE TEST
- ❖ Introduction to Selling
 - What Selling Really Is?
 - The Sales Process
 - Sales Culture and Terminology
- ❖ Focusing on the Sale
 - Roles and Responsibilities of a Sales Person
 - Necessary Qualities of the Salesperson
 - Learning How to Persuade People to Buy
 - The Importance of Focusing on the Sale
 - The Common Errors a Salesperson can Make
 - Features, Advantages, and Benefits

DAY TWO:

- ❖ Who is Your Competition?
 - Who are Your Competitors?
 - Finding Out About the Competition
 - Doing the Necessary 'Leg Work'
 - Prevention is Better than a Cure
- ❖ Planning Your 'Sale'
 - Time and Territory Management
 - Achieving and Meeting Targets through Time Management
 - Managing Your Time with 'Speed Reading' and 'Proof Reading'

DAY THREE:

- ❖ Conducting Initial Appointments and Reading Body Language
 - The Effectiveness of Your Initial Sales Call
 - Customising the Sales Call Approach
 - Approaching Customers
 - Different Types of Greetings
 - Making a 'Lasting' First Impression
 - Developing Active Listening Skills
 - Interpreting and Responding to Non-Verbal Cues
 - Posture and Mannerisms Affect Your Image
- ❖ Communication
 - Communication Between the Buyer and Seller
 - Asking the Right Questions
 - Active Listening

- Relating to Customers
- Maintaining Attention
- Questioning Techniques

DAY FOUR:

❖ Objections

- What are Objections?
- Types of Objections
- How to Determine if an Objection is Real
- Handling Objections
- Identifying the Customer's True Objection
- Anticipating Objections

❖ Closing Using Negotiation Techniques and Tactics

- Effective Closing Techniques
- Why People Negotiate and
- Negotiation Style
- Negotiation Tactics Used by the Experts

DAY FIVE:

❖ Closing

- Closing the Sale
- Recognising Buying Signals
- Generating Additional Sales
- Add-On Selling
- Up-Selling
- Cross-Selling
- Re-Assuring the Customer

❖ Course Conclusion

❖ POST TEST and Evaluation

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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