



Selling Skills

Course Overview

All businesses depend on having customers to buy their products or use their services and often find themselves in highly competitive markets. People in a wide range of professions need to be pro-active in promoting what they do and able to communicate convincingly. This practical one day course aims to equip non-salespeople with the confidence and selling skills to influence customer decisions without being pushy or resorting to other negative tactics.

Who should attend

Anyone who works in professional services, consultancy or similar role, who is not an 'official' salesperson, but wishes to learn techniques and strategies for promoting their services and winning customers or clients.

Course Objectives

By the end of the course participants will be able to:

- Explain buyer motivation and take this into account when selling
- Outline the differences between transactional and consultative selling
- Describe the process of selling and put into practice key skills of listening and asking the right questions
- Promote services or products in a clear and confident way that appeals to customers
- Recognise different personality types and adapt selling approach accordingly

Course Content

- Introduction to selling and personal qualities necessary for success
- Insights into buyer behaviour and motivation
- Overview of different models of selling – transactional and consultative
- The process of selling with explanation of each stage

- Overview of key skills for success at selling
- Listening actively and asking the right questions
- How to engage with potential customers and build rapport
- How to express features and benefits of a product or service
- Awareness of body language and reading signals
- Importance of building trust and credibility
- Developing and practising the dreaded 'elevator pitch'
- How to survive and make the most of networking events
- Different types of objections and techniques for handling them
- Gaining commitment and closing the sale
- Importance of follow up and tips on good practice
- Practical selling scenarios
- How to recognise different personality types and adapt your selling approach accordingly
- Personal action notes

Reviews

“Very good variety of delivery and plenty of handy tips.” EG, SAC Consulting

*“Very good course, well worth attending. Well tailored to our needs.”
JG, SAC Consulting*

*“Excellent delivery. Very well prepared and set at right level for the participants.”
TP, SAC Consulting*

*“Course was a nice pace. Trainer very helpful and knew her subject.”
SP, SAC Consulting*