



HOW TO ELEVATE YOUR SELLING SKILLS

(NON NLP SALES TRAINING)

OVERVIEW

Most of the school leavers join the sales team and they think sales is just selling. Its beyond selling. They need to truly understand the importance of the job that they do because they are the live wire of a company. I have been to some of the leading companies where I have experienced completely unprofessional selling skills which created such a strong negative impact in my mind. Many sales people fall into the trap of losing this opportunity. They can't wait to tell customers about all the features or benefits of their product/service or how great their company is. In this training, participants will learn essential sales skills, from controlling the conversation and asking the right questions to uncovering customer needs and adjusting the message accordingly. Part of this program will focus on dealing with buyers' different personalities. Participants will learn how to consider each buyer's personality and modify their selling style slightly to match each customer which eventually will help them close more sales.

COURSE OBJECTIVES:

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

- ✓ Explain the right skill and mind set a professional sales person must possess.
- ✓ Connect better with customers, overcome objections, and close sales confidently and effectively to achieve sales targets.
- ✓ Use an effective sales questioning technique that will increase sales because participants uncover customer needs and maintain a positive customer experience.
- ✓ Explain the four major behavioral styles and personality types and how to sell to each buyer type.



TARGET AUDIENCE

All sales people

COURSE OUTLINE

INTRODUCTION TO PROFESSIONAL SELLING

- What is professional selling?
- The professional selling skill set and mind set
- Activity: The perfect sales person

MODULE 1: THE PROFESSIONAL SELLING SKILL SET

- Controlling a conversation
- Using the power of questions
- The OPEN question selling technique

MODULE 2: LISTEN AND KNOW YOUR FAB (SKILL SET)

- The importance of listening
- Features, advantages, and benefits
- FTB Sales Technique

MODULE 3: HANDLE OBJECTIONS AND CLOSE THE SALE (SKILL SET)

- Types of objections
- Handling objections model (APAC)
- Handling the most common objection: price
- Nine closing techniques
- Cross-selling and up-selling

MODULE 4: THE PROFESSIONAL SELLING MIND SET

- The right state of mind to sell
- The more "No's" you get
- Visualize your sale
- Know what you are selling inside and out

MODULE 5: UNDERSTANDING BUYER TYPES AND FOLLOW-UP

- Personality styles
- What is your personality style
- Selling to different buyer types
- After the sale and follow-up

Duration: 2 Days



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