



# Advanced Selling Skills

## Overview

Customers want to be delighted not just sold to; they want to walk away from a sale knowing they made the right choice and have that good after sales buzz. Customers now want more; they want ongoing customer service, a high level of knowledge & expertise from the sales person and a great deal of rapport and comfort surrounding their purchasing decision. There is so much more competition now that customers have more choice and so buy from the people who make the difference, they buy into personality not just products & services. So to meet this ever increasing need & be ahead of the competition this course will equip participants with the tools & techniques to meet this demand, sell even more effectively providing a great experience for the customer and ultimately greater result for the business.

## Who is it for?

Individuals already in a sales role who want to enhance & develop their existing selling skills, be ahead of the competition, build stronger relationships with prospects & clients and sell even more effectively.

## Learning Objectives

- To review existing sales skills, identifying strengths and areas for improvement
- To build greater rapport & enhance client relationships
- To understand & utilise the strategies of top performing sales people
- To develop a positive attitude toward selling & letting go of limiting beliefs
- To create a personal toolkit that can be used in a number of sales situations
- To identify how to structure an effective sales meeting
- To practice advanced questioning skills
- To handle objections if and when they occur
- To know how to deal with different customer personality styles
- To identify what contributes to effective negotiation and influencing



## What's covered?

### Selling Perceptions & State

- Presuppositions for Effective Selling
- Overcoming Limiting Beliefs
- Attitude to Guarantee Success
- Self Motivation & State Control
- Modelling Top Performers
- SWOT Analysis

### Building Relationships

- Making First Impressions Count
- Communication Process
- Building Rapport to Win Business
- Understanding Body Language
- Non Verbal Patterns of Communication
- Using Voice & Words to Influence

### The Sales Process

- SENS Selling Model
- 5 Steps Sales Process
- What FAB's, USP's & UPB's are & How to Use Them
- Advanced Questioning Skills to Uncover Need

### Personality Types & Values

- Preferred Representation Systems
- Charisma Model to Build Rapport in Email & Presentations
- Personality Profiling to Increase Flexibility as Sales Person
- Elicit Values to Drive Behaviour

### Objection Handling & Closing

- The Top 4 Objections & How to Combat with Confidence
- Overcoming Obstacles to Closing
- Effective Language Patterns to Close
- Traditional Closes & How to Use them

### And Finally

- Delivering Effective Feedback
- Goal Setting to Set & Achieve Objectives
- Top 10 Rules for Success
- Opportunity to Practice all Techniques

## Outcomes

- Clear strategies to follow to maximise sales
- Develop great, relationship building selling skills
- Increase sales and profits through more effective selling and better customer service

Workshops are delivered by experienced training and development professionals

*"Fabulous! The best presenter I have ever heard. Very motivational"*

**Belinda Edwards, Sales Rep, Schering Plough**