

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.

Course content to include...

- Making first impressions count
- Building rapport to win business
- Reading & using body language effectively
- 5 Steps Sales Process
- FAB's, USP's & UPB's & how to use them to design key selling points
- Effective listening techniques
- Questioning skills to uncover need
- The top 4 objections & how to combat with confidence
- Traditional closes & how to use them

By the end of the course learners will be able to...

- Use a clear strategy to maximise sales opportunities
- Build rapport quickly & develop strong customer relationships
- Handle objections & close sales more effectively

"I wanted to say that your training for me has been fantastic, and the following people who I have had any contact with and used what you told me, have ALL, without exception, converted to REAL business!! It's brilliant!"

