



Sales Skills Seminar

GOAL: The goal of this seminar is to acquire, develop, and retain the skills necessary to being successful in sales. The depth and length of this program can be tailored to your company's specific training needs.

BENEFITS OF SALES TRAINING:

- Build stronger relationships with customers
- Learn to identify and manage contacts
- Build credibility
- Discover the customer's buying motives
- Build presentation skills
- Techniques for leveraging referrals
- Clarify and reconcile objections
- Gain the sales commitment

HOW THE PROGRAM WORKS: Through instruction, participants learn how to organize and manage contact data, use product knowledge persuasively, analyze the customer's response, use motivation instead of manipulation, negotiate more effectively, and gain the sales commitment.

PROGRAM OUTLINE:

- Planning the pre-approach
- Mastering telephone and interview techniques
- Obtaining critical information
- Developing sales solutions
- Interpreting customer signals and negotiating effectively
- Gaining commitment and excelling at follow-up
- Resolving objections
- Applying the sales process

METHODOLOGY: Training sessions are comprised of lecture, written exercises, large and small group discussions, and PowerPoint presentations.