

# Selling Skills Workshop

## Course Description

The Selling Skills Workshop is a 2-day, intermediate level course for all front-line staff with sales responsibilities.

The aim of the workshop is to provide participants with a knowledge and understanding of the key principles and techniques that can be applied in order to understand and satisfy the specific needs of their client's. Participants will also be given the opportunity to practice the appropriate sales principles and techniques necessary to achieve their personal and organisational objectives.

On completion of the workshop participants will understand the nature of selling and how to match the needs of the client to a tailored solution, through effective preparation in advance of sales calls, meetings and presentations. They will also be able to use appropriate techniques to overcome sales objections and close the sale.

The programme will be conducted in English and will incorporate group work, activities, case studies and delegate presentations.

The course trainer, Gary Davies MBA DipM MCIM is a highly respected consultant, author and examiner with over 30 years experience in sales and sales training to share with participants. In addition to his consultancy and writing work, Gary regularly teaches communications, sales, marketing and management-related subjects and works with leading financial institutions in the UK and worldwide, including within the GCC.

## Who Should Attend

All front-line staff with sales responsibilities.

## Course Content

### Day One

#### Session 1

- The sales process
- The buying process
- Understanding and satisfying your client's specific needs
- Sales planning and preparation
- Setting objectives for sales calls, meetings and presentations

This section includes an exploration of the nature and importance of the sales process and also a discussion on the importance of understanding the buying process. The need to understand and satisfy the specific needs of individual clients is highlighted. The importance of planning and

preparing for sales calls, meetings and presentations is discussed and some appropriate planning principles and techniques are also explored.

## **Session 2**

- Asking questions and listening
- Communicating features and benefits
- Overcoming sales objections
- Understanding buyers and the Decision Making Unit (DMU)

This section addresses a range of communication issues, including an exploration of some of the questioning and listening techniques that can be employed to improve communication and gain important information in order to progress the sale. Various techniques that can be used to turn features into benefits and to overcome sales objections are also discussed and the need to understand buyers and to understand and identify the members of the Decision Making Unit (DMU) is also highlighted.

## **Day Two**

### **Session 3**

- Closing the sale
- Developing the relationship
- Presentation issues, skills and techniques

In this section the final stages of the sales process are explored, including the various different types of closing techniques that can be employed to increase the chances of closing the sale. The importance of following up after the sale and developing the relationship is also discussed. A range of principles and techniques that can be used to improve face-to-face presentations when undertaking sales calls, or when participating in meetings and presentations are also identified and discussed.

### **Session 4**

- Introduction to final practical selling skills group exercise
- Preparation of group exercise
- Presentation of group exercise
- Discussion of presentations
- Review, summary and close

This final section will consist of a series of presentations from workshop participants who will present their group selling skills exercise and demonstrate what they have learned and how they have applied the principles and techniques discussed in previous sessions. The group work will be discussed and any learning points will be emphasised before undertaking a final review and summary of the key issues.