



PERSONAL SALES COACHING

Sales Awareness for Non-Sales people

Synopsis: - In today's competitive markets everyone in the organisation dealing with customers needs to be aware of the contribution they can make to the top line. The following half day programme is not targeted at those wanting a career in sales nor will it result in qualified sales people on completion. This half day is targeted towards raising awareness of non sales people and how the sales process works and how they can and should contribute to it.

Everyone in the organisation should be aware of the positive actions available to raise "sales" for the common good. Learning and awareness is delivered through a combination of practical hands on exercises and simple coaching.

Typical timings;

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| 9.00-9.15 | Introduction and determination of the existing level of sales awareness in the room |
| 9.15-10.00 | Overviews of the Sales Cycle and buyer behaviour |
| 10.00-10.30 | Communicating through speech, courtesy, confirmation and tech talk |
| 10.45-11.15 | Questioning techniques to include getting to the basis, problem identification and confirmation of the here and now |
| 11.15-11.30 | Listening - listening to what is said and how it is said versus hearing the customer |
| 11.30-12.15 | Talking benefits - features, benefits, advantages and aftercare |
| 12.15-12.45 | Recognising buying signals and what to do next - passing on specifics and confirming action |
| 12.45-1.00 | Summarise and review |

On completion of this half day sale's awareness course, the delegate will have a greater understanding of how he / she effect the sales environment and within their company – either for good or for worse. It is hoped that "awareness" will bring with it greater responsibility for actions taken and more positive outcomes in the future.

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