



PERSONAL SALES COACHING

Successful Selling - the Essentials

Synopsis: - Making profitable sales is a combination of knowledge, skill and hard work. There is no such thing as the "natural born killer sales person". Professionals have learnt how to exploit experiences and tools of the trade successfully. This half day will give the team with a thorough grounding in practical selling.

Everyone in the organisation involved directly in the sales function will benefit from this half day course. This can be the sales administrator up to the sales manager. Learning will be delivered through a combination of practical hands on exercises as well as coaching and challenging ideas.

Typical timings:

- 9.00-9.15 Introduction and determining the existing level of sales experience in the room
- 9.15-9.45 Effective prospecting and opening the sales rapport
- 9.45-10.00 Qualifying opportunities both in and out with probing questioning and identification of real need
- 10.00-10.30 Differences with new business and account development and how that determines follow up actions
- 10.45-11.30 Planning an account strategy, and why
- 11.30-12.15 Relationship building - the consultative selling process
- 12.15-12.30 Dealing with decision makers and proposing solutions not services /products
- 12.30-12.45 Recognising "yes" and closing to win/win
- 12.45-1.00 Summarise and review

On completion of this half day essential sales skills course, the delegate will have a greater understanding and focus for delivering on the sales business plan. With this training will come greater confidence and motivation towards margin and profitability in the field.

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