

**"Master-Classes" in Sales and Marketing Skills****THE BASICS OF SELLING**

A Two-Day Programme

**Programme Objectives**

Specific objectives for the programme are to:

- Understand the seven steps of selling and the professional skills required.
- Consider sources of business and calculate the activity required to reach targets.
- Appreciate the need for planning and preparation and select the most effective level of contact, prior to the initial approach.
- Develop an approach method, be it by letter, e-mail, mail-shot, direct marketing or telephone.
- Examine inter-personal communication, develop questioning and listening skills and an understanding of body language to establish customer needs.
- Recognise buying signals and utilise proven techniques to close sales faster.
- Return to the workplace with increased determination and confidence to succeed.

**Who is this programme for?**

This programme is designed for personnel who are new to the sales environment or those with some practical experience who have not had previous formal training.

It sets a structured, logical approach to the sales cycle, and explores the knowledge and techniques associated with each stage.

Throughout, delegates are encouraged to practice newly learned techniques and develop plans, which they can apply on return to the workplace.

**Programme Contents**

- . Selling the Professional Way
  - . The logical approach
  - . Steps of a sale
  - . What is expected of us?
  - . What skills do we need?
- . What is required to be Successful
  - . What are our targets
  - . Calculating activity and time management
  - . Sources of business

- . Planning and Preparation
  - . Researching potential customers
  - . What do we need to know
  - . How should we make the approach
  - . Who should we contact?
- . Making our Approach
  - . Letters of introduction
  - . E-mails – are there differences?
  - . Telephoning for appointments
  - . Making mail-shots effective
  - . Other approach methods
- . Inter-personal Communication
  - . The importance of first impressions.
  - . Structured questioning to establish needs
  - . Active listening
  - . Recognising non-verbal communication
- . Benefit Selling
  - . Responding to established needs
  - . Knowing our competitors
  - . Maximising our strengths
- . Closing the Sale
  - . Recognising buying statements
  - . Closing techniques
  - . Follow-up actions
- . Personal Action Plans

Note: The results of the personal and group exercises included in this programme can be immediately applied on return to the workplace.

