

Professional Selling Techniques

3 ó 4 May 2010
Holiday Inn, Nicosia

Course Aim

No matter how great your product or service is, or how talented a salesperson you are, you will not be able to close the deal if you cannot tell your clients how what you're selling will benefit them. Through this intensive professional sales training seminar, managers will learn how to gain their clients business by earning their trust through the professional selling techniques. Go through the entire sales process and discover the most modern sales methods today - consultative/solutions selling. There is a need especially for the Cyprus market to learn through this professional sales training workshop better equipped to develop presentations that meet their clients real needs - create a specific sales plan to achieve your sales goals - influence the right buyers and close the sale with ease.

Course Objectives

Define Your Own Strengths and Areas to Improve as Well as Create An Action Plan for the Future Development
Develop Plans and Tools for Operating Your Business More Effectively
Demonstrate the Skills That Identify You as a True Sales Professional
Approach Your Customers and Prospects in a Consultative Manner
Manage Your Time and Capitalize on the Most Productive Opportunities

Target Audience

Sales Managers professionals with a minimum of one year of sales experience, who want to refresh or learn new selling techniques skills and managers who want to learn professional sales training techniques to train salespeople.

Trainer/ Instructor Profile

Mrs. Georgaki has 15 years of experience in management, Human Resources development and sales and she delivered trainings both in Cyprus and abroad. She had managerial positions in local and multinational companies covering the regions of Europe, Middle East and Africa. She has a degree in Statistics and Insurance Studies, a post graduate diploma in management and a master degree in Human Resources.

Course Outline

1st Day **Monday, 3 May, 2010** **08:00 ó 16:15**

08:00 ó 10:30

ÉThe Professional Sales Executive

Exercise on identifying professional traits in Selling and Best Practices

ÉCustomers Likes & Dislikes

ÉSales Questionnaire

o During this exercise participants will fill in a self analysis questionnaire that will eventually form their selling profile. During the analysis of the questionnaire we shall explore the different responses and the benefits gained by being a professional selling consultant

10:30 ó 10:45

Coffee break

10:45 ó 13:15

ÉAnalysis of Sales Questionnaire

o The Advocate

o The Administrator

o The Ambassador

o The Sales Consultant

13:15 ó 14:15

Lunch

14:15 ó 16:15

Communication Skills in Selling

o We shall explore different communication skills vital in selling and will run an exercise to assess the importance of different questioning skills in relation to gaining information and feeding it back to the client using the -Offer Analysisø(see below).

ÉThe Professional Selling Cycle

o The Professional Selling Cycle is step by step approaches that will help participants develop a 360 degrees strategy to their sales.

2nd Day **Tuesday, 4 May, 2010** **08:00 ó 16:15**

08:00 ó 10:30

ÉSales Preparation and Research

o We shall explore the different sources available to gain information about potential target groups/clients

ÉOffer Analysis and Customer Motivation

o An exercise based on a fictitious product to identify the various benefits one can promote in relation to a product/service

ÉExample of Offer Analysis

o The same offer analysis is now developed to the participant's product/service. The Offer Analysis is presented to the group.

10:30 ó 10:45

Coffee break

10:45 ó 13:15

ÉOpening the call and gaining the client's full attention

o An exercise targeting how to open a sales meeting/sales telephone conversation and how to retain interest - Attention Getters

ÉDifficult Buyers

o We shall show a video clip based on different difficult buyers and will then discuss various methodologies on how to tackle the following difficult buyers.

o Silent Buyers

o Talkative Buyers

o Inattention Buyers

o Indecisive Buyers

o Experienced Buyers

ÉAnswering Objections

o These are techniques on how to answer customer objections hence leading to potential sales

13:15 ó 14:15

Lunch

14:15 ó 16:15

ÉClosing the sale or gaining the client's commitment

o We shall explore in detail how to recognise 'closing' opportunities

ÉWhere did the salesman go wrong?

o Video & Discussion

ÉHuman Relations in selling ó Best Practice

ÉRole Playing Sessions

o We shall design a number of role plays. Delegates will be selected by the trainers to role play a specific scenario established by the trainer. The role play is filmed for post evaluation and group discussions.

