

Successful Selling

COURSE AIM:

Learning the fundamentals of selling is the only way to start a career in this exciting arena, and to be successful. The program covers the 6 principles of the sales process, outlining the milestones that must be achieved to bring a potential sale to closure. The program will look at the funnel concept, buyer behaviour and closing techniques. It introduces simple and effective templates that deliver customer management and personal performance monitoring into the hands of those stepping into the business to business sales environment.

IDEAL FOR:

People moving into selling as a career, or those already working in sales, who want to gain those steps necessary to make a real success.

YOU WILL LEARN EFFECTIVE WAYS TO:

- Identify sales opportunities
- Balance time spent looking for business and closing sales
- Manage customer sales opportunities
- Monitor your sales performance
- Forecast new sales

COURSE OUTCOMES:

- Use the 6 steps of selling to succeed
- Ability to identify and close business
- Use the sales funnel to increase performance
- Recognise and respond to buyer behavior

TOOLS:

Participants receive a comprehensive workbook including customer tracking and forecasting templates.

METHODOLOGY:

- Adult learning interactive approach with group participation
- Small teams

FORMAT:

1-day program held in-house or off-site.

Maximum attendees: 15 per course