

Advanced Skills of Professional Selling

Length: 1 Day

Summary: 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 are selling will benefit them. In this course, you will learn how to gain your client's business by earning their trust.

How You Will Benefit:

- Develop a plan to manage the sales process
- Win the confidence and trust of prospects by learning as much as possible about their needs
- Effectively communicate your product/service superiority
- Build long-term sales relationships by offering solutions
- Uncover customer resistance and overcome objections
- Know when—and how—to close the sale
- Productively manage your time and territory

COURSE CONTENT

PROFESSIONALISM

- Define professionalism
- Identify the behaviors of productive salespeople

LISTENING

- Identify the elements of good listening
- Identify the barriers to effective listening

PERSONAL STYLES

- Identify your own personal style
- Identify the personal styles of others
- Identify an ideal sales approach to match the personal style of your customer

BECOMING A PROBLEM SOLVER

- Supplier-based selling vs. Customer problem-solving

THE SALES PROCESS

- Describe the steps of the sales process
- Understand effective sales calls, from the initial greeting to the final commitment

STUDYING THE MARKET

- Sales Strategies
- Researching Clients

NEW BUSINESS DEVELOPMENT

- Identifying methods of generating leads
- Identify and develop new business strategies for yourself
- Develop a prospecting call strategy and script alternatives

TERRITORY AND ACCOUNT MANAGEMENT

- Territory management vs. Territory coverage
- Analyze your territory and account base and set goals
- Analyze key-account relationships

TIME MANAGEMENT

- Effectively prioritize your work and manage your time