

## *Practical Selling!*

*A one day practical business skills course in professional Selling*

### *Who is this course for?*

Small and medium businesses who employ desk or field based salespeople and want to differentiate themselves through their sales professionalism and expertise!

### *Course Outline*

Even when the recession isn't biting, there's a good chance that you are in a competitive world! How do you differentiate you and your company?

We all know people buy from people but the caveat is that they buy from people they like! Do your Products and Services deserve to be sold by people that know how to get liked?

Years of selling, managing salespeople and even delivering the major sales methodologies have found their way into this one day sales essentials workshop. Take away the old killer sales mentality and give your people the skills to make a difference to them, your business and, more importantly, your Customer!!!

### *Agenda*

- **The professional Salesperson mindset?**  
What do you do? Why are you here?
- **Professional selling skills**  
Are you in the right job? Is professional selling for you?
- **Prospecting**  
Where do you start?
- **Interacting with the Customer**  
Why should I like you? Don't waste my time.
- **Opportunity Spotting**  
Learn how to spot, identify and grow a sales opportunity. Know what you're leaving on the table!
- **FAB**  
What are you really selling? Including the discount factor.
- **Objection handling**  
The three C's of objections.
- **Closing techniques**  
There's a tool for every occasion. Which one are you?
- **Skills Demonstration**  
Practical workshop for honing your sales skills
- **Next steps**  
Your personal improvement plan
- **Summary**  
Q&A and Close