

Taking the First Steps to Successful Selling

This introductory course welcomes newcomers to the wonderful world of selling. The word 'selling' can be a daunting environment for many people with views of high pressure tactics and convincing individuals to take on products and services that they do not need. It is this view that has taunted what can be a fantastic opportunity to work as a consultant and build lasting relationships with loyal customers. The world of professional selling is at the cutting edge of communication with insight into the inner working of brands, presentation, confidence and language. This course has been carefully designed to not only give delegates the required skills to be a top performer but also the motivation and attitude to see selling as a career opportunity and fantastic future path.

HIGH-LEVEL LEARNING

- » A clear understanding into the mindset of customers behaviour and attitudes
- » Reviewing loyalty patterns in people and why customers buy
- » Insight in consultative selling and a professional approach
- » Planning for success – putting in place a clear and strategic process
- » Communicate to build long-term relationships with customers
- » Overcome customer objections to successfully close the sale
- » State management and the ability to stay positive to a tough market

YOU WILL LEARN

- » Effective questioning to identify needs and match a solution
- » Overcome customer objections to successfully close the sale
- » How to plan effectively, account manage whilst building lasting relationships
- » Body language and keys communication skills
- » Recognising buying signals to close the sale with confidence
- » To become a Living Brand® champion for your organisation

IN ADDITION:

- » This course is aim at newcomers to selling or for those that are re-entering the field after a period of time. This high energy course is design to allow delegates to explore the personal Living Brand and ensure that the have the skills and confidence to succeed. It will also delve in the Psychology of selling and give insight into NLP and EI.