

The Essential Guide to Successful Professional Selling

This course takes delegates through a journey of skills development to enable them to quickly build rapport with customers and identify opportunities to maximise value for both parties. The two days will look at a variety of proven sales tools, techniques, personal development and best practice that will enable them to Introduce, Question, Engage, Close, Follow up and gain positive Referrals. It will utilise the power of NLP and Emotional Intelligence to reinforce how to become a powerful brand representative. It will also give practical exercises to encourage and create a climate for effective learning whilst giving the opportunity to put into practice key learning.

YOU WILL LEARN

- » 7 keys steps to Emotionally Intelligent Sales Professional
- » Understand the intricacies of emotional and rational buying and loyalty drivers
- » Develop techniques in building deep rapport for a relationship selling approach
- » Be able to turn negative situations in to positive outcomes
- » Develop high impact questioning and controlling techniques
- » Utilising NLP and statement management to control the customers environment
- » Develop confidence in handling challenging customer situations

HIGH-LEVEL LEARNING

- » Develop skills to reinforce behaviour and motivation of top performers and powerful people.
- » Develop a team environment that fosters a positive sales environment (internal and external)
- » Learn to listen with an empathetic ear and encourage open, two-way communication
- » Body Language and insight behind the customers true desires
- » Manage your own skills and behaviour and know how they influence your environment.

IN ADDITION

- » The course will be underpinned by differing communications styles, an introduction to the power of NLP and emotional intelligence. Sections of the course will be film for better self awareness feedback.