

## Selling Needn't be Sleazy

Increasingly more people in organisations who do not regard themselves as salespeople are becoming involved in the sales effort. All too often they are uncomfortable in this position for a number of reasons:

- Attitude – they do not view sales or salespeople in a positive light
- Confidence – they lack the skills and knowledge to contribute effectively to the sales effort.
- Understanding – they don't understand the sales process and how to contribute to it effectively

At best these people become reluctant sales people, at worst they are inept and damage the sales effort. Unfortunately as customers demand more transparency and more openness from their suppliers these essential team members can no longer be sheltered in the "back office". Everyone is expected to be a sales ambassador for his or her company

### HIGH LEVEL LEARNING.

- » Sales skills can be learned by understanding the process.
- » Sales is a legitimate, ethical and necessary process to which all can contribute.
- » Selling is valued as a professional skill.

### YOU WILL LEARN

- » The role of sales in organisations
- » Professional selling versus the alternatives
- » How people and organisations buy
- » The role of emotion/logic in buying decisions
- » Building rapport and trust
- » Matching sales process to buying process
- » Creating a good and credible first impression
- » Questioning skills to uncover and develop customer needs and wants
- » Influencing with integrity
- » Selling benefits
- » Gaining commitment
- » Dealing with obstacles
- » Developing and maintaining a confident and resource state/attitude

### IN ADDITION

- » Through role play, practice and coaching you will gain in confidence and be able to put what you learn into practice