



Course Profile Advanced selling skills

(Two Day Workshop)

Workshop Overview:

This workshop is designed for experienced salespeople seeking to become more skilled and proficient in a competitive working environment.

The workshop identifies the existing skills of participants, further explores advanced interpersonal and communication skills as well as incorporating up to date proven sales methods.

After exploring and sharing best practice through experiential learning participants will have the opportunity to try out their newly developed skills through exercises and case studies.

Learning Outcomes:

By the end of the workshop participants will be able to:

- Recognise and develop advanced communication skills in order to influence the buyer
- Effectively manage their time and territory to improve personal organisation and sales productivity
- Use advanced questioning techniques to explore and identify customer needs
- Use proven NLP techniques to lead conversations and build rapport
- Recognise, welcome and overcome major objections
- Maximise and qualify sales opportunities through improved closing and negotiation skills.

Sample Workshop Content:

Time and territory management

- Understanding the importance of preparation
- Setting and achieving SMART objectives
- Examining the call cycle
- Effective Planning and prioritisation



Advanced communication skills

- Identifying and adapting your communication style
- Sustaining levels of expectation
- Understanding powerful body language
- Following up with your customers

Exploring customer needs

- Advanced questioning skills
- Active listening skills and responding effectively

Using effective NLP techniques

- The principles of Neuro Linguistic Programming in sales
- Influential value statements
- Anchoring techniques
- Developing winning strategies

Creating desire and offering solutions

- Presenting consumer benefits
- Identifying Unique selling points
- Selling from the buyers prospective

Winning the business and handling objections

- Gaining commitment quickly
- Recognising and acting upon buying signals
- Pro-actively identifying objections
- The format for handling objections

Validating and closing the sale

- Confirming the sale?
- Proven closing techniques
- The power of silence

Personal commitments and action plans to take back into work