

# Selling Smarter

## Course Overview

Price wars is happening in the market. At this point, the need for professional salespeople is felt by companies. This training program is designed not merely as a refresher course for experienced salespeople, but rather as a turning point in their careers. By reinforcing the good selling habits and tackling the bad ones they have acquired in their sales journey, this course will lift them out of their comfort zones into the stratosphere of excellence.

## Training methodology

A mixture of experiential and accelerated learning methods like role plays, simulated case studies, practical exercises and activities which will help to reinforce the desired behaviors in the participants.

## Course Outline

- What is selling all about?
- Personal Selling in the digital age
- The ideal salesperson:
  - Evaluate your selling skills.
- The psychological basis of buying and selling:
  - Identifying the buying motives and customers' needs
  - Why people buy? How?
- Different kinds of customers and the types of salespeople.
- Dealing with different personalities.
- Communicating to influence and persuade.
- Active listening
- The use of SMART questions
- Can you read and speak the Body Language?
- Simple NLP tricks and tips
- The Sales Process:
  - 1- Prospecting and generating leads
    - Where to find "new" customers?
    - Turning leads into prospects- MAD Model
  - 2- Pre-approach:
    - Planning for successful sales calls
    - Benefits of good planning
    - Planning elements
  - 3- The Approach
  - 4- The Sales Presentation
  - 5- The Art of Handling Sales Resistance/Objections
  - 6- Do we have to welcome objections?
  - 7- Closing and securing commitment
  - 8- What to do in case of failing to secure commitment.
  - 9- Up selling and cross selling
  - 10- Follow- up and customer service

## Learning Objectives

Upon completion of this course, participants will be able to:

- Promote credibility and likeability from your potential customer.
- Identify needs and desires and differentiate between them.
- Enhance the supply and demand questioning and listening skills.
- Master making a positive first impression.
- Master body language to help their negotiation.
- Understand what motivates the prospects.
- Develop techniques to always win the bargain.
- Overcome objections and excuses.
- Get their point across
- Master the after sales techniques and follow up.
- Build trust and long term relations with the customers
- Develop fruitful bonds with your client.
- S.E.L.L.

## Who Should Attend

- Sales supervisors.
- Salespeople (preferably experienced)
- Purchasing officers.
- Customer service managers.

**Course Duration:** Two days from 9:00AM to 4:00PM

**Registration Deadline:** One week before the course date

## Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

## Registration & Payment:

- Logon to [www.topbusiness-hr.com/Course\\_Register](http://www.topbusiness-hr.com/Course_Register) to fill a registration form. Alternatively you can request a registration form by mail from: [training@topbusiness-hr.com](mailto:training@topbusiness-hr.com).
- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

## For More Information

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