

Sales Made Simple: Understand, Convince, & Succeed

Course Overview

- Selling is truly said to be “the hardest high pay job, or the easiest low pay one. It is all about the way each salesperson approaches the profession. With tougher, more educated customers and buyers, the job of the salesperson is harder than ever.
- 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 terrible ones they have acquired in their sales journey, the Professional Selling Skills course can lift them out of their comfort zones into the stratosphere of excellence.
- The training methodology used in the program is a mixture of experiential and accelerated learning methods like role plays, simulation case studies, which will help to reinforce the desired behaviors in the participants.

Course Outline

- The Best Sales Organizations
- Selling career overview & what kind of sales person are you?
- Key Roles of Salespeople
- The Four customer behavioural styles
 1. How to identify your preferred style?
 2. How to identify the other person’s preferred style?
 3. How to be flex-able in communicating with others.
- The Sales Process
 - Pre-calling Planning
 - Presales: How to create good first impression
 - Open the sales process:
 1. Develop Rapport
 2. Verbal
 3. Listening and understanding

- Progress the Sales Process
 - Needs Identification:
 - Observing - Probing questions - Active listening
 - Sales Presentation:
 - Service Knowledge and features
 - FAB Technique
 - Customer value
- Cross Selling and Up Selling
- Handling Objections
- Closes that Help Clients Overcome Fear
- Following Up, Repeat Business and Referrals

Learning Objectives

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

- Build up credibility and “likeability” from your prospect
- Identify needs and desires and differentiate between them
- Enhance their questioning and listening skills
- Use body language and non-verbal communication to their advantage
- Overcome objections and excuses
- Build trust with and long-term relations with the customers
- Learn effective after-sales techniques

Who Should Attend

Outdoor Salespeople and Team leaders

Course Duration

2 days from 9:00 AM to 4:00 PM

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

- 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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