

Selling 1 - Foundations

3 Days

A course designed for new and experienced sales people. It covers all the essential sales skills and know-how to give each and every participant the confidence to be comfortable and successful in selling.

WORLD CLASS TRAINING

It's no secret that sales and selling has changed in recent years. Customers and sales staff alike are all working harder, with more responsibilities, choices and pressures. Customers need to trust the people they are working with, particularly their suppliers. They look hard for value and even harder for a sales person with whom they can develop a relationship built on trust and competence.

This sales training workshop is built on the latest value-based selling model, and is designed to help participants become comfortable and skilled in selling. It covers all the basics of selling and helps participants understand the process of finding new customers, using the phone to save time and increase effectiveness, as well as recording their own tailored account plan.

LEARNING OUTCOMES

- You will understand the role of a sales person.
- You will be able to build trust and develop it throughout your selling.
- You will know your sales process and how this relates to the buying process.
- You will have the skills to:
 - plan,
 - research,
 - open a call,
 - identify needs,
 - devise a solution,
 - present your solution,
 - deal with a range of objections,
 - close the sale with confidence, and
 - keep the customer after the sale has been made.

WHO WILL BENEFIT

New and experienced salespeople from any type of selling background. Also management or non-sales personnel requiring a greater sales awareness.

To ensure consolidation and full development of selling skills, delegates should complete their program by attending the Selling - Part 2 module within three to four months.

<i>Selling 1 - Foundations</i>	1	2	3	4	5
Research					
Analyse					
Strategise					
Set Goals					
Engage					
Investigate Needs					
Produce Solutions					
Resolve Objections					
Negotiate					
Gain Agreement					
Manage the Account					
Economising					
Up & X Sell					
Keep Score					
Deal with Service Issues					

- 1 Little or no experience
- 2 Some background knowledge only
- 3 Able but takes some thought and thus is not used often
- 4 Able but could refresh knowledge and skills
- 5 Mastered and could teach others

CONTACT

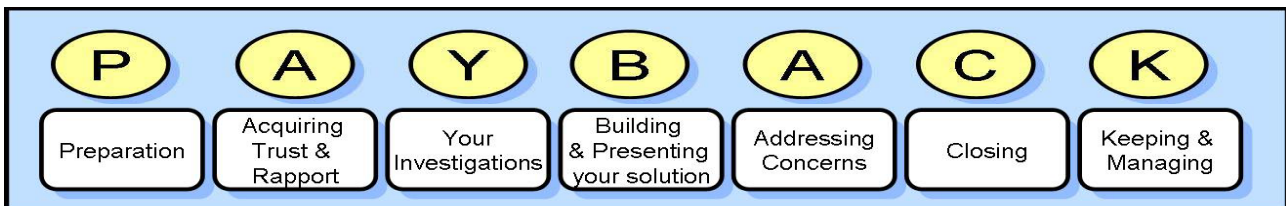
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 info@ronpollak.com.au
 www.ronpollak.com.au

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TOPICS

- Definition of Selling
- The Buyers Perspective
- Definition of Buying
- Buyer Needs
- Buyer's Expectations of Sales Representatives
- Buyer Highs
- Defining the Sales Process
- Sales Process
- Sales Skills – Defined
- The Power of the Mind
- Seven Habits
- Analysis
- Strategising
- Goal Setting
- SMART Goals
- Framing Your Goals
- Sales Goals
- Engaging the Customer
- Building Trust
- Building Rapport
- First Impressions
- Appearance
- Observing
- The First Impression Statement
- Resolving 'Tactics'
- Negotiating on Price
- Agreeing
- Why agreeing is important
- Moving from agreeing to closing.
- Committing
- Finalising
- Economising
- Up & Cross Selling
- Scoring
- Managing the Sales Manager
- Managing Yourself
- Servicing
- Find Complaints and Fix Them
- Hanan Karp Model of the Most Important Customer Needs
- Investigating
- Closed Versus Open Questions
- Listening
- Uncovering needs and wants
- Forming a Solution Statement
- Selling the Value
- Presenting the Solution
- Resolving Objections
- The Process of Resolving Objections



Registration Form

Course	Selling 1 - Foundations
Delegate	Name:
	Phone/Mobile:
	Email:
Manager	Name:
	Phone/Mobile:
	Email:
Company	Company Name:
	Address:
	State/Post Code:
	Authorising Exec Name:
	Signature:
	Phone/Mobile:

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