

Selling 2 - Boost!

2 Days

This course is for new and experienced sales professionals to reinforce the basics of selling and achieve a higher level of fluency in the art of selling, so that they sell more, at better margins and with greater consistency.

WORLD CLASS TRAINING

The course is designed to boost your current selling skills, and enhance your sales effectiveness. It starts with a review of those basic skills that help you open a sales call, build rapport, determine needs, devise a solution, deal with objections and concerns, and gain commitment. It then concentrates on three aspects of selling in which today's sales professional needs to be fluent:

- Advanced Questioning Skills.
- Presenting Your Solution.
- Dealing with Objections (including today's bête noir, price).

It is designed to reinforce the learning undertaken in Selling Part 1, but experienced sales professionals can attend Selling Part 2 to get a Boost!, to refresh the basics, gain new energy and learn a few new skills.

LEARNING OUTCOMES

In this course you will build upon the knowledge and skills learned in Selling Part 1. In particular, you will:

- Gain an advanced insight into asking your customers the right questions.
- Learn how to formulate a solution statement
- Build upon your negotiating skills.
- Understand the DISC personality profiling tool and use it to personalise and improve your selling technique.
- Appreciate the importance of effective sales management.
- Acquire tools to assist in the sales process.

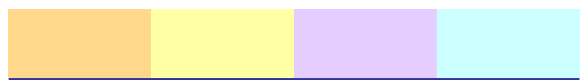
WHO WILL BENEFIT

- Experienced salespeople from any type of selling background, looking to focus their techniques.
- All sales people who have previously attended the Ron Pollak Training Selling – Part 1 course.

To ensure consolidation and full development of selling skills, delegates should attend the Selling - Part 3 module within three to four months.

<i>Selling 2 - Boost!</i>	1	2	3	4	5
Extend and Develop Selling					
Techniques					
Set and Achieve Objectives					
Advanced Understanding of Customers					
Adapting Skills to Any Situation					
Advanced Investigation Skills					
Effective Presentations					
Maximising Selling Time					
Advanced Interpersonal Skills					
Self Appraisal					
Selling with DISC					
Advanced Account Management					
Understand Solutions					
Advanced Non-Verbal Communication					

- 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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TOPICS

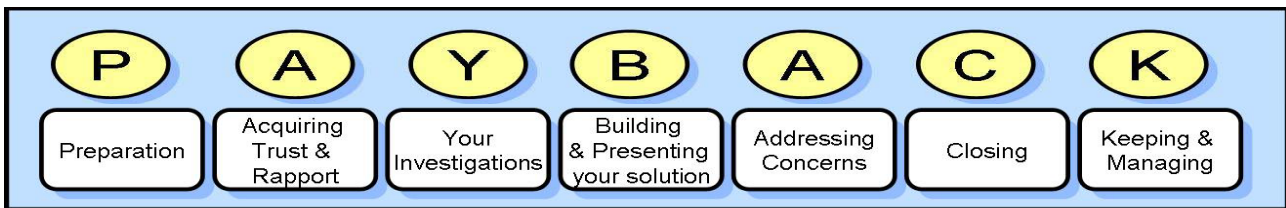
- Value proposition
- Investigating
- Questioning
- Closed Versus Open Questions
- Clarifying Questions
- Closed questions
- Advanced Questioning
- Forming a Solution Statement
- Negotiating
- The DiSC Personality Profiling Tool
- Pieces to the DiSC Puzzle
- Limitation
- What can we learn from DiSC?
- Detailed Insights
- Managing the Sales Manager
- Managing Yourself
- My Sales Report
- My Lead Book

WORKSHOP

Revision/Review of the key selling techniques you have been using with success, whether from previous training, i.e. Selling - Part 1 or equivalent , or from business experience acquired during your time as a sales professional.

Delegates role-play a selling situation of their own products/services and customers where they are given feedback on their use of the key skills plus a video for further review after the program. They role-play at least twice as seller and twice as buyer.

Individual problems and concerns are addressed in these practical workshops.



Registration Form

Course	Selling 2 - Boost!
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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