

Successful Selling Techniques

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Start your sales career the right way ... with this intensive introduction to selling!

In today's cost conscious and highly competitive markets, how do you manage to get your customer decide to buy your product or service? How confident are you in selling value and reach your sales objectives? Every customer interaction counts. It is absolutely vital for you as a salesperson to have the right knowledge, skills and attitude to reach your objectives. So, how are you overcoming objections, how are you building trust to gain your customers' loyalty and contribute to the success of your business? If you are new to sales or feel the need to sharpen your skills, this programme will provide you the essentials to improve your sales technique – from making effective and structured sales calls, to using the right behaviours and persuasive techniques to position your product or service and make the sale.

This intensive, highly interactive 2-day introduction to the art of selling will equip you with the tools and techniques you need to achieve sales success and improve your performance.

Who should attend?

This programme is designed for salespeople, sales support, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in all aspects of the programme.

“This seminar was so helpful! The facilitator made the time informative and a lot of fun. The small group setting made us all feel comfortable and the interactive teaching style worked wonders! I would definitely recommend this training to anyone.”

Carla T



How you will benefit

How will you benefit?

After taking this programme, you will be able to:

- Identify the behaviours and skills of a successful sales professional
- Describe different types of selling models
- Identify elements of the sales framework
- Understand prospecting basics and be able to conduct a sales call
- Use a customer-centered selling approach to provide value
- Choose a closing technique to earn the business
- Complete a formula to achieve sales goals
- Manage the customer relationship on an ongoing basis
- Develop an action plan to apply your new skills.

During this programme you will:

- Network and learn from a diverse group of peers from different functions, industries and countries
- Develop a personal action plan to implement back at work
- Learn and practice using real-world examples over 2 interactive days

Why is this programme different?

- The programme is facilitated by an experienced business expert who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own business challenges to the class and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful salesperson.

“It’s not about having the right opportunities. It’s about handling the opportunities right.”

Mark Hunter

What will you learn and practise?

This 2-day programme is highly interactive with exercises and role plays.

Programme Highlights:

The Importance of Sales

- Define Sales for a Customer-Centered Perspective
- Describe a Customer's Buying Cycle Process
- Describe How Sales Functions Are Different from the Functions of the Rest of the Organization
- Explain How Sales Creates Opportunities That Contribute to the Industry and Organization
- Identify How a Sales Department Interacts with an Entire Organization

Characteristics of a Successful Salesperson

- Identify Characteristics of a Successful Salesperson
- Describe a Sales Success Model

Selling Models

- Describe Characteristics of Different Selling Models

The AMA Sales Framework

- Describe the AMA Sales Framework

Plan for the Business

- Describe How to Analyze an Industry and Territory
- Identify Information That Should Be Included in a Customer Profile
- Apply Segmentation Codes to Differentiate Customers
- Describe How to Prepare Competitive Advantage Statements

Find and Qualify the Business

- Identify Resources and Methods for Generating Leads
- Describe the "Find and Qualify the Business" Process Steps
- Identify Categories of Customers
- Strategize Ways to Respond to Common Objections

Earn the Business

- Describe the "Earn the Business" Process Steps
- Describe Ways of Opening a Sales Call
- Apply Questioning Techniques to Discover and Confirm Needs
- Describe Strategies to Present Options and Resolve Objections
- Discuss Closing Techniques

Deliver the Business

- Describe the "Deliver the Business" Process Steps

Manage the Relationship

- Describe the "Manage the Relationship" Process Steps
- Identify Technologies and Methods for Maintaining Customer Information
- Describe Strategies for Maintaining Communication with a Customer

Booking details

 Duration	2 Days
 Type	Classroom
 Price	€2450



**ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME**

Register Now

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-  **www.mce.eu**