

Sales Skills

‘Nobody likes to be sold to .. everyone likes to buy’

Workshop overview

- Using the sales process
- Why the buyer buys and the buying cycle
- Developing a flexible ‘benefits’ sales script
- Identifying the USP
- Identifying the four behavioural types and what makes them buy
- Matching the customers’ needs
- Using the six steps to a successful sale
- SPIN
- Using a questioning technique to create a sale
- Identifying and using benefits versus features
- Building relationships
- Handling objections
- Closing the sale

Related workshops

People who have attended this workshop have also benefited from attending:

**Communication Skills
Influencing and Persuading**

Workshop details

£240 plus VAT

One day workshop, small group size of eight maximum. Individual and group exercises with feedback.

Who for?

This workshop is aimed at anyone who needs to sell products or services, whether new to the role or seeking further skills and / or feedback.

Why do it?

In today’s market place there is increased competition for clients and customers in all areas of business. You need to protect not only your current business, but also take proactive steps to win new customers. The traditional ‘high pressure’ sales techniques no longer get results as they do not match the customers’ needs.

What do I get?

A memory jogger mind-map.

An opportunity to practise selling in a ‘safe’ environment.

Constructive criticism and feedback.

A tool for identifying organisational culture.

Ways to book

- 1 - Download, complete and send back the booking form
- 2 - Send an email to: info@forthorstedtrainingacademy.co.uk
- 3 - Simply ring 01634 823205

Full terms and conditions can be found at www.forthorstedtrainingacademy.co.uk

