



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Selling & Negotiation Skills

Overview

Selling as an activity is the act of convincing a prospect that your product or service is the correct one to satisfy their needs at the right price. To be successful at selling, you need to learn to use the tools of the trade as effectively and as often as possible. This course emphasises that selling is not merely selling — it is providing. And the key to providing is knowing in advance what to provide.

Objectives

On completion of this course, delegates will be able to:

- Equip delegates with the skills to understand and prioritise customer needs, fostering a customer-centric approach to selling.
- Improve delegates' communication and presentation skills to effectively convey product or service features and benefits.
- Provide delegates with a toolkit of negotiation strategies to achieve favourable outcomes for both parties involved.
- Equip delegates with techniques to identify, address, and overcome objections during the sales and negotiation process.
- Teach delegates the importance of building trust and rapport with clients or counterparts for successful selling and negotiation.
- Train delegates in effective closing techniques to confidently finalise agreements and secure successful outcomes.
- Apply practical role-play scenarios to practise real-life selling and negotiation situations.
- Develop resilience to rejection and use it as a tool for professional growth in sales.

Course Prerequisite

Ability to read, write and understand English

Language of Delivery

English

Delivery Methods

Course is facilitated by a competent subject matter trainer who utilises a combination of the following techniques to ensure that the session is practical and experiential:

- Discussion
- Role Play
- Exercises & Case Studies
- Videos & Slide Shows
- Games & Group Activities
- Written Questions

Who should attend?

This course is ideal for:

- Sales Professionals
- Business Development Teams
- Marketing Staff
- Call Centre Staff
- Anyone involved in negotiating deals or agreements

Course Outline

This course consists of the following 5 modules

Module 1	Foundations of Professional Selling • The Principles of Professionalism in Sales • Responsibility – It Begins with You • Having the Right Attitude • The Six Cylinders of Successful Selling (Business, Industry, Company, Product, Selling Knowledge, Attitude) • Knowing Your Competitors • Customer Relationship Management (CRM) • Developing Personal Confidence & Professional Presence (Dress Code, Image, Myths About Selling)
Module 2	Communication in Sales • Importance of Communication in Selling • Verbal & Non-Verbal (Body Language) Communication • Listening – The Forgotten Skill in Communication • Practical Ways to Improve Client Communication • Internal & External Clients • Multicultural Communication & Avoiding Stereotypes • Using Empathy & Rapport-Building Techniques

Module 3	Customer Relations & Prospecting • Core of Good Customer Relations & Etiquette • Customer Service as a Foundation for Sales Success • Effective Time Management & Goal Setting (SMART Goals) • Prospecting Essentials (Sources of New Business, Four Pillars of Prospecting) • Telephone & Sales Correspondence Skills • Presentation Skills & Guidelines • Key Words, Positive Phrasing, and Avoiding “Forbidden Phrases”
Module 4	Understanding Customer Needs & Handling Objections • Difference between Customers and Consumers • Features, Advantages & Benefits (FAB Selling) • Identifying Customer Needs, Motives & Buying Signals • The Buying Decision-Making Process & External Influences • Common Objections & Strategies for Handling Them • Buyer's Tricks – How to Avoid Falling for Them • Tips for Confidently Closing the Sale & Handling Complaints Effectively
Module 5	Negotiation & Conflict Resolution in Sales • What is Negotiation? • Attitude in Negotiation & the Win/Win Approach • The Negotiation Process (6 Steps) • The Give/Get Principle • Planning & Preparing for Negotiation • Critical Mistakes to Avoid • Managing Conflict During Negotiation • Using Collaborative Negotiation to Build Long-Term Relationships

Additional Information

Duration	1 Day	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site / online training)	• Electronic Certificate (on successful completion of the course) • Electronic Delegate Feedback Questionnaire