



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Sales Techniques (Positive Selling 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 selling trade as effectively and as often as possible. Learn that Selling is not selling; it is providing. And the key to providing is knowing in advance what to provide.

Objectives

- Understand the Selling Game
- Improve Company Knowledge
- Clarify Responsibilities and Expectations
- Improve Product Knowledge
- Enhance Sales Skills
- Improve Morale

Course Prerequisite

Read, Write & 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/DVD's; Games, Slide Shows & Written Questions.

Who should attend?

Sales Staff, Sales Reps, Marketing Staff, Call Centre Staff

Course Outline

This course consists of the following 6 modules

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| Module 1 | Eight Reasons why Top Sales People are Successful; The Principles of Professionalism; Responsibility - It begins with You; Having the Right Attitude; The Six Cylinders of Successful Selling (Business Knowledge/ Industry Knowledge / Company Knowledge / Product Knowledge / Selling Knowledge / Attitude); Know your Competitors; Customer Relationship Management (CRM); Confidence - Five Ways to develop Greater Confidence; Protocol for Professional Sales People; Dress Code: Your Image is Your Message; Common Myths about Selling. |
| Module 2 | Understand the Importance of Communication; Verbal & Non-verbal (Body Language) Communication; Multicultural Communication; Stereotyping; Listening - The forgotten Skills in Communication; Listening and Responding; Internal / External Clients; Practical Ways to Improve Client Communication; The Process of Selling / Selling Cycle; In Sales : Code of Ethics; Space Zones. |
| Module 3 | Basic Rules of Good Customer Relations; Customer Etiquette; What is Good Service?; The Core of Customer Service; Effective Time Management; The Importance of Goal Setting (SMART goals). |
| Module 4 | The Essence of Prospecting; Sources of New Business; The Four Pillars of Prospecting; Sales Correspondence; Quotations; The Telephone Call; Five Forbidden Phrases; Key Words and Phrases to Use; Customer Needs - Qualification Techniques; Examples of Good Open-Ended Questions; Telephone Etiquette Guidelines; Presentation Skills Tips. |
| Module 5 | The difference: Customers and Consumers; Understand Features / Advantages / Benefits; The Psychological Aspects of Selling; Identify Buying Motives; Identify Customer Needs / Wants; The Customer Buying Decision Making-Process; External Factors that Influence the Decision Making Process; Positive & Negative Buying Signals; Common Objections and What to Say; Buyer's Tricks - Avoid falling for them; General Guidelines for Handling Objections; Tips on Closing a Sale; Coping with Complaints. |
| Module 6 | Don't Quit; Stay Motivated for Success. |

Additional Information

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| Duration | 1 Day | |
| Includes | <ul style="list-style-type: none"> • Comprehensive Manual • Lunch & Refreshments (not applicable to on-site training) • Electronic Certificate (on successful completion of the course) | <ul style="list-style-type: none"> • Electronic Trainer Feedback Report • Electronic Delegate Feedback Questionnaire |