



**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 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

- 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

### 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 professionals / Business Development Teams / Marketing Staff / Call Centre Staff / Anyone involved in negotiating deals or agreements

### Course Outline

#### This course consists of the following 6 modules

<b>Module 1</b>	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.
<b>Module 2</b>	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.
<b>Module 3</b>	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).
<b>Module 4</b>	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.
<b>Module 5</b>	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.
<b>Module 6</b>	What is Negotiation?; Importance of Attitude in Negotiation; The Negotiation Process (6 Steps); The Win/Win Approach; The Give/Get Principle; Planning and Preparing for Negotiation; Critical Mistakes; Managing Conflict During Negotiation.

### Additional Information

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