

# *The art of effective selling*

## *3 day engagement*

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### *Can I handle client meetings to mutual advantage?*

How can I make the best use of that precious time in front of the customer?  
When should I explore and when should I explain?  
How can I get my message across at different levels in the organisation?  
How can I build their confidence in me?

#### *What is the programme?*

- a hands-on experience for anyone who has a client-facing role
- designed for Sales People, Customer Service Staff, Telephone Support Teams, New Managers
- suitable for anyone who wants to build – or refresh - their selling and influencing skills, or who wants to improve their "face-to-face" communications
- professional Selling Skills has been successfully run all over the world and is the foundation programme for all sales and communications training
- suitable as a 'one-off' introductory session or a refresher
- comprises: classroom tuition, practical workshops, individual coaching and peer and instructor feedback.

#### *What are the objectives?*

On completion, participants will:

- be able to describe the elements of a structured sales / business meeting
- have practised using these elements in workshops and role play meetings
- be able to apply this knowledge to their own business environment

#### *What topics are covered?*

All elements of the client meeting:

- preparing to succeed
- developing rapport, establishing credibility
- customer buying motives, wants and needs
- structured questioning to develop customer needs
- active listening
- handling objections
- making a proposal
- gaining commitment

*"It was during the role plays that the models we had learned came to life. All of a sudden I was hearing myself controlling and steering the meeting my way. It was quite a revelation. (Sales executive ANIX)*

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