

# Sales Training



## OVERALL OBJECTIVE

The Sales Training Workshop aims to equip participants with the skills required to adapt to customer needs, build sales relationships, and both capitalize on and maximize sales opportunities.

The need is to see sales as a top priority for everyone in the organization.

## OUTCOMES

Participants will be able to

- sell to gain a competitive advantage
- identify sales opportunities in all customer interfaces
- build customer relationships for sales success
- capitalize on sales opportunities even when not a company's sales person.

## CONTENT

### **The Power of Selling.**

- Why is it important?
- Defining selling

### **The Sales Process**

- The steps involved
- Ensuring the close
- Marking an initial sale
- Gross-selling and up-selling
- Solving problems

### **The Timing**

- Identifying opportunities
- Adapting to different buying motivators
- Linking benefits to needs
- Assessing readiness

#### **The Prospective Customer**

- Identifying needs
- Culture and value
- Respect
- Purchasing decision making

#### **The Style**

- Questioning
- Listening
- Feedback
- Mirroring
- Strong vs. subtle
- Building a relationship

#### **The Communication**

- The appropriateness of different styles and media
- The points of contact
- The follow-through
- The integrated approach from all areas of the business

#### **The Selling Behaviors**