

Introduction to Sales

INTRODUCTION

A one-day sales skills workshop to covers the basics of sales

- Learn about the sales cycle and how it affects your business
- Understand the key elements to making a sale
- Realise the habits of highly effective sales people
- Understand what makes a cold call successful
- Receive the confidence and motivation to sell more
- Understand the basics of managing and organising your sales day

Who should attend the introduction to sales training course?

People who are dealing with selling on a daily or weekly basis, but who have never had any formal sales training.

COURSE DURATION: 1 Day Course

COURSE CONTENTS

Introduction to Sales

The Sales Cycle
 Personal selling strengths
 The Attitudes and Behaviours
 Practical Exercise – Self Analysis
 Customer expectations
 Company objectives

The Sale

Non-verbal communication
 Listening & Questioning Techniques
 Criteria of purchasing/buying motives
 Negotiating skills and justifying the price

Closing

Looking for buying signals
 Overcoming objections/ closing the sale
 Organising yourself and your diary
 Personal Development Action Plan
 This is a highly practical and interactive programme, utilising tele-trainer and digital video cameras, as appropriate.

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