

Sales Facilitation and Presentation Skills

INTRODUCTION

This course is designed to enable experienced sales people, develop their skills further to maximise sales performance. Delegates gain from a fresh perspective on the sales function and a chance to benchmark their current abilities.

COURSE OBJECTIVES

By the end of the course, delegates will have:

- **Identified** the skills of an effective salesperson
- **Reviewed** their current skill level and identified areas for development
- **Appreciated** the importance of good communication
- **Identified** ways of reaching decision makers and how best to approach them
- **Practised** advanced questioning skills
- **Explored** methods of presenting your goods or services to promote benefits
- **Practised** making professional sales presentations
- **Identified** objections and how to deal with them
- **Practised** matching selling styles to buyer behaviour
- **Reviewed** ways of increasing their success at making telephone appointments

COURSE CONTENTS

The Skills of an Effective Salesperson

How do we measure up?

Developing a relationship based on co-operation

Methods of communication

Features and benefits

Win/win strategies

Developing the correct contacts

Methods of approach

Questioning Skills

Presentations

Effective presentations

Structuring the presentation

Setting objectives

Use and abuses of visual aids

Handling visual aids

Dealing with questions

Types of questioner

Handling the discussion period

Styles of Selling

Closing the Sale

Making appointments by Telephone

Preparation

Getting through to the right person

Managing the call

Personal Development Action Plans

COURSE DURATION: 2 Day Course

www.oaktree-training.co.uk

