

## Selling a Service

### INTRODUCTION

Services are often intangible and therefore difficult to objectively demonstrate a difference. This course gives delegates a thorough understanding of the skills required to sell such a service.

It is suitable for both new sales personnel, and experienced sales, who are involved in selling a service. Non-sales personnel who would like to gain from an insight into sales techniques would also benefit.

### COURSE OBJECTIVES

*By the end of the course, delegates will have:*

- **Reviewed** why people buy
- **Understood** the buying process
- **Reviewed** the differences between selling a product and a service
- **Practised** questioning skills
- **Reviewed** ways of presenting information and influencing
- **Practised** presenting your solutions in a persuasive manner
- **Practised** handling objections whilst maintaining rapport
- **Recognised** buying signals and how to manage them
- **Reviewed** methods of gaining commitment from the client
- **Practised** building agreement to close the sale

### COURSE CONTENTS

- Setting the scene - Why do people buy?
- Overview of selling process and buying decision cycle
- Consultative Selling Skills
  - Opening, leading and controlling the discussion
- Role play exercises
- Presenting and differentiating your solution
- Summarising to agreement
- Handling objections
- Closing the Sale
- Proposals
- Strategies to win business/role play exercises
- Key learning points and individual action plans for next 4-6weeks
- Feedback and close

**COURSE DURATION:** 1 Day Course

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