

ESSENTIAL SELLING TECHNIQUES (10 hours)

(Selling Skills for more Successful Sales Experience)

Salesman: Know Thyself!

- Some misconceptions about Sales Personnel
- The simple truth about successful salespeople

What Customers Dislike about Sales People

- Why Salespeople get misunderstood
- What you should avoid in customer handling
- Warning signs you should NEVER ignore

What Customers LIKE about salespeople

- How successful salesmen make them FEEL
- Body language techniques that make the customer feel good to deal with you

Know your Product/Service

- What is your product/service?
- But what are you SELLING?
- Technology : Friend or Foe?

Understanding your "Competition"

- You are your own competition
- Do better than last time!

Understanding your Customers - Past, Present and Future

- What kind of people buy from you?
- Customer's buying decision: Understanding it
- Customer Relationship Process
- Your customer is your best Salesman!

Speaking Techniques that work for you

- Probing & questioning techniques to understand customer's needs
- Empathic Listening for selling solutions
- Positive Speak: A Powerful Language by It self!
- Useful Expressions in Sales Speak

Apply EQ Techniques to Selling Situations

- Handling rejection
- Faith in your product: How to develop it?
- Touching your customer with your faith

Closing the Sale

- Sample Sales Dialogues
- Retaining the personal touch even after he's bought from you
- Working on the relationship