



# Professional Sales

SHORT COURSE – BUSINESS SALES

## A smarter future

Our goal is to help organisations and individuals improve their performance and be the best that they can be. We do this by delivering world class training solutions at your workplace that build and develop skills and confidence.



### Course Overview

In today's world, selling is becoming more difficult because customers have become more demanding, have more choice and are more aware of their buying options.

This course focuses on giving sales staff the fundamental skills and knowledge of sales theories, to help them build sales, retain business and increase referrals, leading to longer-term relationships and improved sales results. In this course participants learn the skills to convince customers that the products and service offered can satisfy the customer's needs better than that of their competitors, ensuring the customer returns again and again.

### Who should attend?

Participants would include sales staff who are new to the industry, longer-term sales people who wish to sharpen their current selling skills and knowledge, and those who have a desire to expand their repertoire of prospecting and closing techniques.

### Course Objectives

Learn how to:

- > understand solution selling
- > develop more effective negotiation skills
- > develop and improve techniques to close a sale
- > practice different closing techniques
- > identify your own most effective prospecting and closing techniques
- > identify prospecting and farming activities
- > create more powerful presentations

### Duration

One day workshop session, plus an additional half day coaching session for the participant group.

### Benefits

- > Increased sales and revenue
- > Better customer service
- > Up-selling, cross-selling and on-selling to other products/services
- > Confident and skilled sales staff leads to better performance, retention and morale

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