

ADVANCED SELLING SKILLS COURSE OUTLINE: 3 DAYS

For experienced sales people who are looking to elevate their skills to the next level.

OBJECTIVES	
<ol style="list-style-type: none"> 1. Review all aspects of your sales process and approach 2. Create a framework for new business development 3. Develop further the appropriate skills, tools and techniques for each stage of the sale 4. Practise these skills in a number of role-play and 'live' telephone sessions, on which detailed feedback is given 	
CONTENT	
<p>SESSION 1: Introduction</p> <ul style="list-style-type: none"> ▪ Introductions ▪ Course objectives ▪ Housekeeping ▪ Overview 	<p>SESSION 5: Creating Commitment</p> <ul style="list-style-type: none"> ▪ Identifying buying patterns ▪ Developing the desire and encouraging the need to take action
<p>SESSION 2: Research and Preparation</p> <ul style="list-style-type: none"> ▪ Understanding the prospect ▪ Developing real passion and belief in the benefits your product or service can provide ▪ Creating call objectives ▪ Making best use of your time 	<p>Session 6: Presenting a Solution</p> <ul style="list-style-type: none"> ▪ Summarising understanding ▪ 7 step approach to presenting your company ▪ Test closing techniques ▪ Measuring levels of interest
<p>SESSION 3: First Approach</p> <ul style="list-style-type: none"> ▪ Personal introductions ▪ How to differentiate yourself from every other sales call ▪ Creating a positive first impression ▪ Rapport-building techniques ▪ The power to influence 	<p>Session 7: Closing and Follow-up</p> <ul style="list-style-type: none"> ▪ 10 step approach to objection handling ▪ Closing statements and techniques ▪ Leaving the contact with a positive impression ▪ Account management and follow-up
<p>SESSION 4: Qualifying the Opportunity</p> <ul style="list-style-type: none"> ▪ Defining requirements and buyer drivers ▪ Understanding your contact's values and beliefs ▪ Questioning and qualifying techniques 	<p>SESSION 8: Summary</p> <ul style="list-style-type: none"> ▪ Summary ▪ Q&A session ▪ Action planning ▪ Evaluation

Pre-course activities:

- Prepare a list of 50 business prospects to telephone – both first and surnames, job title and telephone number
- Bring a fully charged mobile phone together with a current diary to the session
- Discuss your objectives and agree negotiation parameters for the session with your Sales Manager

**TO BOOK A PLACE ON THIS COURSE OR FOR FURTHER INFORMATION,
PLEASE CALL THE HJS PEOPLE TEAM ON 02380 234222.**

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