

INTRODUCTION TO SELLING COURSE OUTLINE: 1 DAY

A short overview for staff new to sales or those who will be taking up a sales role in the near future.

OBJECTIVES	
<ol style="list-style-type: none"> 1. Identify the skills and behaviours required to be successful in a sales role 2. Review the sales process and the tools and techniques which can be used at each stage of the process 3. Explore the key components of both telephone approaches and face to face meetings 4. Develop a personal plan for the two months following the session 	
CONTENT	
<p>SESSION 1: Introduction</p> <ul style="list-style-type: none"> ▪ Introductions ▪ Course objectives ▪ Housekeeping ▪ Overview 	<p>SESSION 4: Turning Opportunities into Sales</p> <ul style="list-style-type: none"> ▪ Face to face meeting skills ▪ Communication skills review ▪ Objection handling ▪ Closing skills
<p>SESSION 2: The Selling Role in Context</p> <ul style="list-style-type: none"> ▪ Key skills and behaviours required in a sales role ▪ The Sales Retention Cycle ▪ Principles of selling 	<p>SESSION 5: Summary</p> <ul style="list-style-type: none"> ▪ Summary ▪ Q&A session ▪ Action planning ▪ Evaluation
<p>SESSION 3: Getting Started</p> <ul style="list-style-type: none"> ▪ Review of your prospects, customer base and sales pipeline ▪ Planning your sales activity ▪ Telephone approaches 	

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