

SELLING FOR SUCCESS COURSE OUTLINE: 3 DAYS

A detailed foundation course for new or inexperienced sales people.

OBJECTIVES	
<ol style="list-style-type: none"> 1. Provide an overview of a typical sales process 2. Create a framework for new business development 3. Review and develop the skills required to be a successful salesperson 4. Practise these skills in realistic selling scenarios 	
CONTENT	
<p>SESSION 1: Introduction</p> <ul style="list-style-type: none"> ▪ Introductions ▪ Course objectives ▪ Housekeeping ▪ Overview 	<p>SESSION 5: Developing the Opportunity</p> <ul style="list-style-type: none"> ▪ Effective telephone approaches ▪ First meeting skills ▪ Presenting to needs ▪ Objection handling
<p>SESSION 2: Selling Tools</p> <ul style="list-style-type: none"> ▪ Review of Sales Platform ▪ Establishing the Sales Pipeline ▪ Understanding Selling Milestones 	<p>Session 6: Closing the Sale</p> <ul style="list-style-type: none"> ▪ Tips for gaining commitment ▪ Essential closing questions ▪ Closing techniques
<p>SESSION 3: Principles of Selling</p> <ul style="list-style-type: none"> ▪ Selling strategies ▪ Sales Roller Coaster ▪ Defining needs and wants ▪ Features, advantages and benefits 	<p>Session 7: Role-plays</p> <ul style="list-style-type: none"> ▪ Telephone approaches ▪ First meeting introductions ▪ Objection handling
<p>SESSION 4: Effective Communication Skills</p> <ul style="list-style-type: none"> ▪ Questioning and listening skills ▪ Funnel technique ▪ Positive and partnership language 	<p>SESSION 8: Summary</p> <ul style="list-style-type: none"> ▪ Summary ▪ Q&A session ▪ Action planning ▪ Evaluation

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

12 - 14 Carlton Place | Southampton | Hampshire | SO15 2EA
t: 023 8023 4222 f: 023 8023 4888 e: info@hissolutions.co.uk

