

A PRACTICAL TRAINING TOWARDS BASIC SELLING SKILLS



Duration :

Two days (16 hours).

Participants :

Salesman , sales executives, newly hired or without prior training experience.

Objectives:

By the end of the program , participants will be able to:

- Apply the skills & techniques required by the sales person.
- Understand their role & responsibilities.
- Better understand the market dynamics & the dealers behavior.
- Build their own self-confidence as professional sales persons.

Topics:

• ROLE & RESPONSIBILITIES OF THE SALESMAN

- Discuss & agree on 4 responsibilities
- Selling • Corporate thinking
- Service • Administrative duties

• THE 5 STEPS OF THE SALES CALL.

What to do from the time the salesman meets the costumer untill he leaves to ensure maximum sales & best service.

• THE 5 STEPS OF THE SELLING PROCESS

- 1-First impression 2-Handling objections 3-Needs and wants 4-Solutions
- 5-Selling
 - How to probe: Open & closed questions.
 - Body language best practices
 - How to close the deal .
 - How to overcome objections.

• ROLE PLAYS

- Based on difficult situations
- Based on difficult customers

• IMPLEMENTATION PLAN

- Based on what we studied , what are we going to do differently; i.e. improve the present situation.

