

Dynamic Sales Skills



About the Programme

This programme has a different format from many sales situations. It tackles sales from the end of the sale, the close. This is the area which seems to cause issues for people in selling mode.

So, we start with practical guidance in closing, buying signals, negotiation, link selling, - key elements that will increase sales.

We then look at a thorough grounding in all other aspects of the sales process.

The programme is packed with selling techniques which you can use in your business immediately. Delegates leave with a number of sales points to try; more confidence; and a willingness to chase and close each and every sales opportunity.

Tailored Programme

This course is extremely practical: we draw on examples from your business to illustrate points and make the session relevant.

Content

- **Sales Structures – RFM Sales Ladder, AIDA, Spin Formats;**
- **Great closing techniques to get commitment – silence;**
- **Buying Signals**
- **Negotiating techniques**
- **Overcoming objections**
- **Link selling, up selling**
- **Features, Benefits, Proof – why customers should buy from your company;**
- **Sales Conversations – what to say and what not to say;**
- **Asking questions and listening**
- **Initial behaviours**
- **The sales/ marketing cycle**
- **Research Selling – knowing what your product/ service can do vis a vis the competition;**
- **Planning – Sourcing leads;**
- **Effective use of the telephone**
- **How to make appointments**
- **Getting past the ‘gatekeeper’ when making appointments**
- **Effective use of e mail/ direct contact.**

Training Delivery

Teaching method is varied to maintain interest: we use group exercises, delegate participation, training CDs to illustrate key points. Follow up one to one mentoring allows delegates to practise techniques and then ask questions.

Who Should Attend?

People who find themselves in a selling situation, who have not had previous sales training. Or, the programme can be used as a refresher for those who have been operating in the selling field for some time.

It is ideal for small and medium sized businesses where time is of the essence - often company personnel have other functions to undertake as well as sales. It is valuable for team members who interface with clients face to face or on the telephone.

Book Now!!

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