



Sales for Non-Sales People

Overview

Phrases such as “sales can't be taught” and “you're either a natural born salesman or you're not” are myths. The word ‘sales’ tends to fill some people with dread, but the truth is that many behaviours that we all demonstrate on a daily basis, are actually the fundamental basis for being a successful salesperson.

This 1 day course focuses on enabling delegates to understand, practice and develop the understanding, skills and techniques they need to feel comfortable in their role and make more sales!

Target Group

This course is aimed at any level of personnel whose role involves selling, and are either new to the role, or would like to be a more effective & successful salesperson.

Objectives

By the end of this course delegates will be able to:

- ✗ Understand the sales process
- ✗ Identify the necessary behaviours a successful salesperson
- ✗ Demonstrate & practice the required skills & techniques used throughout the sale process
- ✗ Effectively apply this understanding to their current job role

Course Content

This course is highly participative: combining theory based learning with supportive discussions, practical exercises and role plays. Below is an overview of the topics that are covered. (Please note that if this course is delivered on an in-house basis, the content can be tailored to meet your specific requirements and address any issues you may have.

- ✗ **What makes a successful sales person?**
 - Behaviours / Skills
 - Barriers to becoming a successful sales person
 - Common problems
- ✗ **The sales cycle & A.I.D.C.A**
 - How customer Service & Sales go hand in hand
 - Understanding the psychology of selling
 - What makes people buy / Not buy
- ✗ **Planning & Preparation**
 - The importance of maintaining a positive attitude
 - Changing your mental objective
 - Understand the mindset of your customer / client
 - Customer Expectations & Sales Etiquette
- ✗ **Benefit Selling & Buying Signals**
 - How to maximise the effect of benefits
 - What are buying signals?
 - Understanding buying motives
 - Understand the importance of selling solutions, not products!
- ✗ **Objection Handling & Communication Skills**
 - Overcoming objections
 - How to remain positive under fire
 - The importance of building trust
 - Positive influencing language
 - Improving active listening techniques
- ✗ **Summary & Action Planning**

Outcomes

Each delegate will receive individual developmental feedback and will be asked to complete a personal action plan to identify key changes to implement and skills to practice.