

Effective Selling Skills is a highly interactive 2-day program that enables Sales professionals and Account Teams to be able to sell more effectively. It will teach the participants to sell not only to the customers perceived needs, but also to their unperceived needs by being able to communicate the benefits of their products, services and their organisation in the most effective way.

The participants will learn how to create favourable first impressions by being able to build trust and credibility in a short space of time. They will be able to quickly and rigorously qualify opportunities, gain access and Interest of the customer and develop and articulate their 'Value Propositions' to communicate the value they can bring to the customer. They will also improve their listening skills and questioning techniques, be able to handle objections and ultimately gain commitments to close the sale.

Who should attend?

ESS is for all members of a sales team who interface directly or indirectly with their customers. This program is equally applicable for Account Teams looking after existing accounts as it is for Sales Teams focusing on new business. Therefore it is applicable for all Sales Professionals, Sales Managers, Channel Managers and Pre-Sales Consultants.

Program Outline

- Introduction
- Managing opportunities
- Developing your value proposition
- Executing the plan
- Making the appointment
- Creating favourable impressions
- Listening and questioning techniques
- Turning a problem into a sale

Business Benefits

The business benefits of the *Effective Selling Skills* Program are to:

- Increase revenue through more effective selling skills.
- Increase the size of deals through having the ability to unearth the *real* needs and be able to align the right solutions.
- Increase win-chance through improved qualification of opportunities.
- Increase customer satisfaction and ultimately retention through having greater knowledge of the customers business and their key focus areas.
- Create competitive differentiation through the ability to articulate their unique 'Value Propositions'.
- Close more business.



A fresh
perspective
on your
performance