



KJ TRAINING

Sales Skills

Who should attend?

All sales staff that deal directly with customers for the purpose of selling a product or service.

How long is the course?

1 Day

Outcomes include:

Selecting a sales approach to match the sales situation.
Preparing for each sales encounter using a sales cycle.
Finding and qualifying prospects.
Making a sales presentation.
Follow up and after sales service.

Lesson 1: Selling basics

Identify buyer motivations
Identify types of selling
Select the correct sales approach
Select the best communication method

Lesson 2: Preparing to sell

Use your time effectively
Use the sales cycle to increase the probability of the sale

Lesson 3: Finding and qualifying prospects

Identify potential sources
Develop the ideal customer profile qualify a sales prospect

Lesson 4: Making the presentation and closing the sale

Gather specific information about prospect
Plan your sales presentation
Give an effective sales presentation
Close the sale
Timing
Trial closing
Negotiation
Test the waters
Closing techniques
Role play

Lesson 5: Following up after the sales call

Determine the appropriate follow up method develop a customer service program