



Selling Skills

2 days, 12 hours

The importance

The first few seconds of our contact with our customers leave impressions that influence a large portion of their decision-making process. As such, it is very crucial that our sales staff knows all the success factors of selling.

Course contents

Day One

- ❖ The importance of creativity in Selling
- ❖ The role of the Salesperson
- ❖ Activity in the steps of a sale
- ❖ Definition of a sale
- ❖ Types of customers and their characteristics and behaviour
- ❖ How to deal with the different types of customers
- ❖ Communications
- ❖ Planning and Opening the Sales
- ❖ Sales Presentation

Day Two

- ❖ Closing the Sales
 - Skill structure
 - Closing Techniques
- ❖ Handling Objections
 - how to avoid unnecessary objections
 - steps involved in handling objections
- ❖ Range Selling and Selling quality
 - range selling skills
 - how to sell premium quality product

- ❖ Cash Collection
 - why cash is important to company
 - cash collection responsibilities of sale person
 - importance of assertiveness when collecting payment
- ❖ Merchandising
 - what is merchandising
 - objectives of merchandising
 - types of merchandising
 - golden rules of merchandising

Benefits

This workshop is design such that participants will have increased confidence in themselves and their profession through understanding the characteristics needed to be a successful salesperson. They will also be equipped with the sales techniques (pre-sales preparation, opening a sale, sales presentation, and closing a sale). An understanding of what range & quality selling, cash collection and merchandising will also prove rewarding.

Rewards

Certificates of participation will be issued to all those who have attended the entire session and participated actively in the program.