



# SELLING SKILLS

PLATO ACADEMY

*How well do you plan your sales activity, could it be better?  
Are you able to unearth objections or dissatisfaction with your questions?  
Do you know how your actions & behaviour impact others, and effect sales?*

## Approach

If you are responsible for sales, or sales improvement in your organisation, then this programme has been designed for you. This programme is packed with insights and practical tools to assist you in improving your sales performance. The programme has a balance of strong theory and practice and shares best practice from around the world.

## Key Topics

- Key Relationships
- Planning Approaches
- Precision Questions
- Handling Objections
- Diversity In Sales

## Training Objectives

At the end of this programme, you will be able to:

1. Understand how sales, marketing and key account management fit together.
2. Recognise that planning your approach is essential.
3. Unearth dissatisfaction by using advanced questioning techniques.
4. Recognise how service is becoming the differentiator.
5. Handle objections and reluctance to commit.
6. Sell to different types of customer using interpersonal skills and body language to your advantage.
7. Use powerful closing and commitment techniques.

## Duration

Two Days

If you would like to discuss any one of our programmes please call on +44(0)7803 299337 or email: [info@craighilesconsulting.com](mailto:info@craighilesconsulting.com)



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## Programme Schedule

### Day One

#### Welcome & Introduction

- Programme Objectives
- Personal Objectives
- Your Role

#### Sales, Marketing & Key Accounts

- Key Competencies
- Skills Gaps

#### Sales Planning

- Your Strategies
- Your Tactics
- Your Plans

#### Precision Questioning & Listening

- Socratic Questions Model
- Listening Skills
- Knowledge Harvesting

#### Personal Action Planning

Reflection, Discussion & Action

### Day Two

#### Welcome Back & Review

#### Words That Change Minds

- Meta Programmes
- Work Traits
- Motivational Language

#### Interpersonal Skills

- Physiology of Effective Salespeople
- Building Rapport
- Valuing Differences

#### Handling Objections

- We Both Want The Same Thing
- The Objection Handling Model
- Your Choices

#### Closing the Sale

- Convergent Thinking & Behaviour
- Sales Ecology
- Agreement & Sign-Off

#### Personal Action Planning

Reflection, Discussion & Action

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