

BRILLIANT SELLING SKILLS

“Learn how to stop selling and helping customers buy; skills and techniques for increased sales..”

Why you should attend this training course

This half-day **customer-focused selling skills** course will show you how to qualify, develop and close business opportunities using a customer-focus approach.

Key learning points include:

- More skill and confidence when selling to both new prospects or existing customers
- Understand the process and psychology of selling and buying products or services
- Recognise how to make positive connections have the right attitude to selling
- Develop core sales skills; rapport skills, asking questions, presenting feature and benefits
- Handle every objection professionally and well.
- Know when and how to ask for a decision and close the sale



How you will benefit

Suitable for those with a basic understanding of sales or who are looking to refresh and extend their current sales approach. This course will bring each delegate's sales skills up-to-date.

About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge in all aspects of sales and selling techniques.

The course will be informal, engaging and include many practical activities.

Please get in touch for more information.

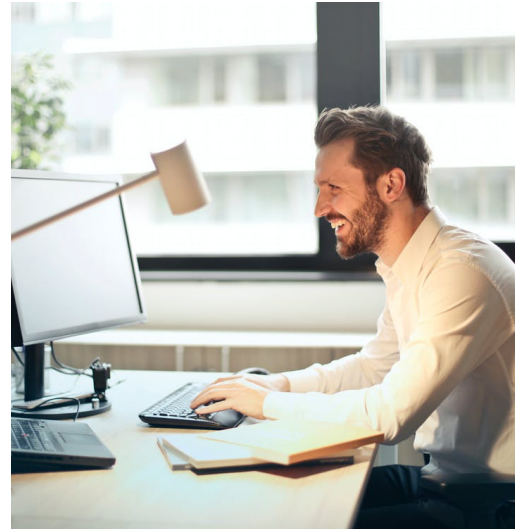
Price: £95 plus VAT per person (live online training).

Classroom delivery option £195 per person.

email@brilliantcs.co.uk

Brilliant Selling Skills

- ✓ Two 90-minute modules live online or one day classroom workshop
- ✓ Sixty-minute eLearning module.
- ✓ Expert trainer with subject matter expertise.
- ✓ PDF manual for reference.



Brilliant Selling – Key Principles for Success

- How to structure the sale and planning to succeed
- The customer's buying process and procedure
- Knowing your product/services - preparing to meet all objectives
- Understanding why customers buy - needs and added value, not wants and features

An Effective the Sales Process - Successfully Meeting the Client's Needs

- Opening the sales interview - and building rapport
- Gaining and retaining the full attention of the customer
- Probing and identifying real needs using effective sales questions
- Matching customer needs and wants to products and services available
- Presenting your product or service using a features, advantages, and benefits

Closing the Sale Successfully

- Recognising and responding to buying signals and other opportunities
- Anticipating objections and seeing them as positives, including price objections
- Handling objections using a proven methods and models
- How and when to ask for the sale professionally
- Follow up and follow-through

Preparing a personal action plan

**£195 per person for classroom delivery, minimum three participants, plus travel costs.*

Online price: £95 plus VAT per person.

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