



The Art of Professional Selling & Negotiation Skills

Course Duration: 2 – 3 Days

PURPOSE

To thrive as a sales professional, embrace a mindset of continuous learning and a proactive approach to challenges.

- ✓ Top salespeople are strategic thinkers who set clear goals and develop organized plans to achieve them.
- ✓ They assess their options before acting and execute their strategies with purpose. Unlike non-professionals, who often engage in aimless activity, successful salespeople plan their path from where they are to where they want to be.
- ✓ They embrace negotiation as a key skill to ensuring optimum outcomes for all parties and thrive in a place of growth and delivering excellence.

MODULES:

1. Critical Success Factors
2. What makes a good salesperson?
3. Why Do People Buy? RISK - The primary reason for not buying
4. Clarifying Needs and asking Questions
5. Meeting needs and objectives / deliverables
6. Closing the Sale – Making Business Happen
7. Customer Intimacy – building the relationship and CRM
8. Key Account Planning
9. Digital Transformations in the Sales environment
10. Capitalising on social media and the worldwide web – an introduction to “metadata” and its environment

Case Study considerations

OUTCOMES

- ✓ Seeing yourself as constantly Self-Employed
- ✓ Consulting as opposed to selling
- ✓ Become a Strategic Thinker in Sales – Customer Intimacy
- ✓ Understanding primary and secondary motivators
- ✓ The Four key aspects to service - Generic; Expected service and “Extra” offerings; Potential; Moments of Truth (Mots)
- ✓ Overcoming Buyer’s remorse situations
- ✓ An introduction to digital transformation in Sales
 - ✓ Metadata and Search Engine Optimisation – The principles and overview
 - ✓ The need for digital footprint
 - ✓ Website Essentials
 - ✓ Data mining and data analysis – tracking potential

- Negotiation in a volatile global world of media bombardment – keep it real

WHO SHOULD ATTEND?

All leading Sales/Marketing people – whether at a concept, product, programme or project level.

The world and global connection has drastically changed in the last 5 years.

We **MUST** ensure that all Leaders, managers, influencers, and key decision makers; are equipped with the necessary tools to close sales at all levels and broadening footprint of the organisation.

SPECIALIST FACILITATOR, CONTENT ADVISOR, AND ACTIVITY DESIGNER - DONALD HJUL

Specialist Facilitator and Professional OD Consultant who has over 40 years of joint experience in the Private, Public and NPO sectors across international boundaries and within many sectors and industries.

He leverages his extensive management and leadership experience—from intern to executive level—to consistently create impactful, practical, and experience-driven programs for clients focusing on the three M’s: Mindset, Mechanics, and Motivation.

Our passion, is to empower individuals and organizations to achieve continuous and transformative human performance improvement, throughout the Human Capital Management landscape

Contact Us

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