

## Sales and EXTRA Ordinary IMPACT

### Techniques for the selling game

#### Objectives

To enable sales people to practically influence existing and potential clients into making a positive buying decision. Understanding that telling is not selling.

#### What is it about and what will it do?

Develop sales people to take a wider and more strategic view of the sales process, where the need to balance their own needs with those of the client are vital.

#### Who is it for?

A workshop aimed at managers and their team members who are tasked with understanding and developing sales techniques that win business and meet performance targets.

#### Outline content

- What is selling and what it is not – key success factors
- What are effective sales people, and what do they have in common
- Enhancing self-awareness in terms of sales style, and its impact on
- clients – sales agility
- Learning how to speed read people and then to flex style appropriately
- Barriers
- Types of selling
- Buyer strategies, Language to use
- The 5-step sales process / Objection handling and final objection handling

