



Join the Dots

Recruiting & developing **extraordinary** people

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



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