

Foundation Selling Skills

In an increasingly competitive environment we cannot afford to open the doors and wait for business to come flooding in. We need to have a proactive approach to driving business, especially sales, forward. Once we are in front of the customer we then need to apply skills that will allow us to:

- Convert the prospect into a customer
- Develop a long standing profitable business relationship.
- Understand what our added value is and how to promote it to minimise price sensitivity.
- Ensure the customer becomes an advocate of our products, services and organisation.

All long term success come from solid foundations and selling skills are no different. Sales are a process, just like anything else. If you do certain things well, in a certain order, then you will make a sale. If you forget some things, or approach a sale without the full range of tools you need, then you will miss out.

This interactive workshop seeks to equip you with the basic tools you need to make more sales. This programme is ideally suited to people who:

- Have never had any sales training.
- Need to refresh on skills that they are not currently utilising.

It will ensure you have the confidence to approach prospective customers knowing there is a greater chance of you making the sale than before.

Case Study: Tekdata Distribution

As a rapidly expanding business we had undergone a recruitment drive to cope with an increase in demand. Once we had the right people in place the dilemma we had was that everyone had undergone varying levels of sales training, some had no training whilst others had enjoyed quite a lot. We approached Henderson Barker who put together a programme to introduce a range of selling skills that people who had not been exposed to training could utilise, at the same time the more experienced people could use a refresher programme. The programme was pitched so as to incorporate everyone's needs.

The feedback from each delegate was excellent.

We now know exactly what training each person has had and this gives us a platform to plan for the future.

Jason HillSales Manager

Course Objectives

By the end of the programme each participant will be able to:

- Understand and manage the sales process.
- Appreciate why people buy and how to influence accordingly.
- Making the most of their time – research and objective setting.
- Effective calls that produce appointments.
- Correctly identifying the decision makers and the decision making process.
- Quickly establish rapport with all prospects.
- Enhance the communication skills required in the sales process.
- Uncover your prospects/clients problems and realise the implication of leaving them unsolved.
- How to gain commitment throughout the sales process.
- Presenting your solution through the power of benefits.
- How to add value to your solution to avoid price being the only issue.
- Identifying buying signals and capitalising on them.
- Confidently overcoming remaining objections.
- Successfully closing the sale.
- Follow up plans to deliver excellent customer service.
- How to maintain a high performance attitude – the key to sales success.
- Formulating personal action plans to implement new skills.

Training and Methodology

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

Materials

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

Duration

Normally two days. Other timing designs can be tailored to suit individual client requirement.