

# Successful Selling Techniques



**Duration:** 2 Days

**Overview:** This course will enhance your people skills and help maximise your performance no matter what your organisation's product or service.

In addition, your attendance on this course will help improve your ability to build relationships with your customers in order to generate increasing sales.

**Designed for:** All sales professionals who want to enhance their selling skills and performance.

**Objectives:** By the end of this course you will:

- Understand how to stay positive and keep motivated
- Introduce a methodical and effective sales process including preparation, planning and managing your time effectively
- Know how to establish customers needs and wants through effective questioning
- Understand how to link needs and wants to specific products and services
- Clearly identify the specific features and benefits of your products or services
- Know how to effectively build rapport with your customer
- Understand how to overcome objections
- Know how to gain commitment and follow through after the sale has been made

**Method:** This course will use a structured series of lively and interesting exercises and practical skills activities. You will have the opportunity to explore a range of techniques and actively demonstrate newly learnt skills at the course.

This course can be run exclusively and tailored to suit your company's specific learning requirements and organisational needs. Costs are dependent on number of days required and bespoke content

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