



(Customer enters store and is approached from behind.)

Can I help you?

(Oh No!)

Improve your Selling Skills

So you work hard to get the right products at the right price in the right place. But you still haven't sold anything. Making good sales is the aim of all our marketing efforts. How can we improve our selling skills—that's the exciting challenge for this day.

Course Objectives.

We will underpin these important objectives:

- Understand the importance of a professional approach to selling
- Why preparation for selling is vital—and what to prepare
- Understand the logical sequence of the selling process and what personal skills we must have to develop the sales opportunity
- How to: Grab the customer's attention: Find the customer need: Demonstrate benefits you can offer: Close the Sale effectively

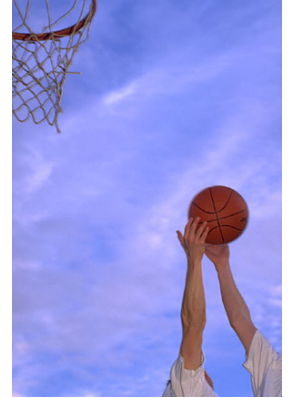
Course Content.

- Selling as part of the Marketing process
- Adjusting our mental attitude to the challenge of selling
- The value of preparation—product information and customer information
- The different stages in the selling process
- Communication during selling—ask the right questions and listen well
- Recognising 'buying signals'
- Professional ways to close a sale
- Gaining commitment from 'I'll think about it'

Who should attend?

People new to selling will learn the skills for selling and people with good experience will have their skills 'refreshed' by attending. Roll up, Roll up—get your selling skills here!

Duration: One day.



Money really only has value when you exchange it for something you need.

Most people enjoy spending money. Help them enjoy life by taking it off them.

FOR SALE



development
partners