

# Sales Workshop

## What Can You Expect?

Gain knowledge of a broad range of practical sales skills which are applicable to any industry and which will provide you with a competitive edge in the marketplace.

## Who should attend?

This workshop has been designed for sales teams selling a product or service to the end-user consumer. Sales teams aspiring to be leaders in their industry, and want to take their sales performance to the next level.

## 1 day Content

- Understand the selling process and how to master it
- Understanding different buying styles
- Building loyalty by creating rapport and a connection
- Master body language and rapport to build relationships
- The importance of storytelling and creating an emotional journey
- Using questioning techniques to understand a client's needs & wants
- Demonstrating trust and credibility
- How to sell the features and benefits of your product
- Cross-selling and upselling add-ons and value-added services
- Getting commitment throughout the sales process
- Reducing resistance & dealing with objections
- Be organised and efficient
- Closing techniques

We offer classroom, on-line or on-site facilitation to suit your requirements.