

# Sales Techniques

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## Duration

2 days / 3 days

## Public

Young commercials or commercials not having participated in sales training sessions and willing to increase their sales

## Objectives

- Train commercial staff to proven sales techniques
- Help them become more professional and efficient
- Help them develop better listening skills, to build up a better argumentation, and to efficiently close the sale
- Strengthen their capacity to convince
- Teach them to better liaise with their client, and to establish a solid and durable relationship with them
- Teach them to deal efficiently with any objection or complaint the client may advance
- Help them to get better organised and to manage their time well
- Mobilise their dynamics and develop enthusiasm for their profession

## Program

- Sales psychology
- Efficient prospection
  - Establishing a true prospection strategy
  - Setting up, organising and following-up on a prospection strategy
  - Useful tools to manage one's prospection strategy
- Techniques of setting up appointments
- The vital phases of a sales meeting
- Cold calling
  - The positive mental attitude
  - Importance of the first impression
  - Verbal and non-verbal communication
  - Pitfalls to avoid
- Awakening interest and opening a dialogue
- Analysis of the clients' needs
  - The objective and subjective expectations of the client

- Characteristics, motivations and decision criteria of the different profiles of clients :
  - The entrepreneur
  - The collegial
  - The analytical
  - The conservative
- Techniques for better awareness of the customer's profile
  - The art of asking the right questions
  - Active listening
  - Feedback
- Argumentation
  - Arguments that work
  - Adapting one's approach and one's argumentation in function of the clients' profile
  - Transforming characteristics into true advantages for the client
  - Priorities in the presentation of the arguments
  - Techniques of getting the prospect involved in the argumentation
  - Partial sales
- Dealing with objections
  - The different kinds of objections
  - Responding to each of these objections
  - Traps to avoid
- Closing techniques
  - When to close ?
  - Buying signals
  - How to close
  - Recovering a lost sale
- Handling complaints
  - How to react to difficult situations
  - How to reduce a client's aggression
- Developing customer faithfulness

## Methodology

Simulation based upon concrete cases, role plays with a salesman, a buyer and an observer. Theoretical models and examples from day-to-day practice.