

Sales Techniques

Based on SAQA's Unit Standard 254222 NQF Level 3, 4 Credits

Introduction

This course will provide the basic skills and knowledge required to kick-start a successful career in sales. Elements of sales psychology will help you to understand why your customers react and how to deal with them, enabling you to build more rewarding relationships.

The workshop will include proactive group work and real-life scenarios, which will be enhanced through detailed feedback from your facilitator and peers to enable you to feel more confident in your ability to meet market challenges.

Suitable for those with a basic understanding of sales or who are looking to refresh and extend their current sales approach. This course will bring each delegate's sales skills up-to-date.

Course Objectives

- Develop questioning models that engage customers to buy by choice
- Adapt your sales style to match the customers buying style
- Understand the buying process
- Guide the customer through the conversation to identify key needs
- Make effective cold calls that produce appointments
- Develop appropriate tactics to match the type of sale
- Practise and review your sales techniques
- Gain and retain the customer's attention
- Increase the customer's perceived value of your product or service
- Keep a healthy mindset in a tough market
- Produce your own personal development plan

Course Outline

Preparing for sales success

- Positive thinking – planning to succeed
- Knowing your product/services – preparing to meet all objectives

Managing the sales process – successfully meeting the client's needs

- Understanding why customers buy needs and added value, and not wants and features
- Opening the sales interview – and building rapport
- First impressions – why should they buy from you?
- Gaining and retaining the full attention of the customer
- Probing and identifying real needs
- Matching customer needs and wants to products and services available
- Recognising buyer signals

Techniques for professional selling

- Building the relationship with your client
- Offer analysis – putting together the different elements of the offer for maximum benefit
- Understanding the sales process
- Reading and using non-verbal communications effectively
- Decision-making and the key influencers

Successfully closing the sale

- Recognising and seizing opportunities
- Adapting your sales style to the needs of the customer
- Anticipating objections
- Getting to the real reason for objections – and overcoming them
- Handling objections
- Creating a long-term relationship – establishing customer service