Sales Training

for

Sales Professionals

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SALES TRAINING WORKSHOP

Professional Selling Skills

This workshop looks in detail at the activities required for the effective performance of retail Sales team members and is based on practices observed by successful Sales Professionals. The objectives are to help Sales Professionals develop and sustain key activities and behaviours that will enhance needs-based collaborative selling skills and relationship building, focusing on the proactive activities and practices that nurture client satisfaction and loyalty, and provide mutually beneficial solutions. This will ultimately result in increased share of wallet and a win-win-win situation for Sales Professionals, their organization, and their clients. Two (2) areas are covered:

Course Outline:

1) **Proactive Contact Activities** - this is based primarily on the concept of proactively contacting higher value connections as against attempting to grow solely based on walk-in traffic. You can differentiate yourself in the marketplace by using proactive selling skills, rather than responsive selling where the client knows what they want and sees you primarily as an order taker. As proactive sellers, you invest the time and effort to educate the client about unrealized needs and opportunities, thereby creating value for your client and enhancing their buying experience. Your competitive advantage will come from the strong rapport that you build with a well-educated client and a professional approach to the competition.

   You will learn how to:

   a. Develop your Lead Generation Network
   b. Network effectively
   c. Use Power Scripts to make a call and get appointments
   d. Deal effectively with Objections.

2) **Relationship Selling Skills** - during appointments with clients and prospects, which you obtain from your proactive contact activities, you can differentiate yourselves by using the End to End Sales Process and taking the time to understand and identify your clients' real needs. You do this by asking effective questions and listening, in order to create value and find the right, creative, flexible solutions to help your clients to achieve their Goals.

   You will be able to meet the many needs of your clients by taking a holistic approach of their finances, bundling areas of advice, and identifying the solutions best suited to their needs. The training helps you to focus on one client need at a time while ensuring you provide multiple areas of advice and product offerings.

   You will learn how to:

   a. Get Ready to meet the client
   b. Welcome the Client and Build Rapport throughout the Appointment
   c. Discover clients' needs
   d. Match and Propose the right solutions based on needs identified
   e. Effectively Ask for the business
   f. Wrap up an Appointment successfully
   g. Stay in touch with your clients.

Who should attend:

- Newly appointed sales officers with no professional sales training
- Sales Officers who have never received formal professional sales training
- Sales Professionals who would like to enhance and sharpen their selling skills

Duration:

One (1) day: 9:00 a.m. to 4:30 p.m.

Training methods used:

Several training methods are used during this Workshop to ensure full participation and lively interactive discussions, including:

(a) Presentations
(b) Individual Exercises
(c) Teamwork Exercises
(d) Quiz questions.

What each participant gets:

1) Each Sales Professional will be provided with a Workbook which will include:
    a. A Professional Selling Skills Reference Guide
    b. Sales Forms
2) A Certificate of Participation so you can add to your list of achievements.

Benefits of attending:

1. The development of a **strong sales professional** who:
    a. Learns how to identify sources for quality referrals
    b. Feels comfortable networking and making connections
    c. Develops behavioural skills and practices for proactively contacting prospects to get appointments
    d. Applies the End-to-End Sales process to ensure you:
        i. Are prepared to meet with clients in person or by telephone
        ii. Master the skills of asking the right questions and active listening techniques to better connect with & understand clients
        iii. Understand your clients' underlying needs and are able to give sound financial advice
        iv. Feel confident recommending product solutions to meet clients' unique needs and learn how to get clients and prospects excited about your organization's product and service offerings
        v. Feel confident in asking for the business and getting a sale
        vi. Learn how to build personal relationships and stay in touch with clients.