

Ultimate Sales Course

EVERYTHING counts in the sales interaction and often it's the early part of the sale that makes a big difference.

To get the best results from sales training; from new to experienced people, we recommend the **ULTIMATE** sales training programme.

Here is the agenda for our **ULTIMATE** sales course.

1. Understanding sales today, buying and sales psychology

Selling today; how it's changed and what it's about now

Mindsets for sales success – what makes the difference

Buying and sales psychology - why it's important

2. Engaging with today's customers

How to be natural, credible, and 'human' yet focused

Structure and managing the interaction; by phone, face-to-face, remotely

How to be in control yet enable the customer to feel in control

3. Developing awareness about 'everything impacts'

The impact of body language; even on the phone

Using six aspects of your voice to greatest effect

Seven language habits; words that have the best result

4. Exploring needs and using focused questions

'Positioning' the question and why it's so important

Questions to get a full picture

Advanced listening and building awareness.

5. Perfecting your presentation skills

Presenting two key elements: you and your company.

Presenting using personalisation.

Bringing a presentation to life; keeping the customer fully engaged.

6. Helping the customer with their decision-making

Why 'multi-level' questions are key.

Using pace, voice and advanced listening.

Helping the customer to overcome indecision.

7. Handling objections and reassuring the customer

Pondering and product objections.

Person and provider objections.

Price and discount objections.

8. Creating and developing the sale

How to make the customer feel as though they're buying.

Bringing confidence and focus.

Creating a positive end to the interaction; moving to the next stage

9. Developing the relationship

Managing next stage objections

Best practice; 'say it in writing' and email tips

Building rapport and long term-business