

Selling... The Essentials for Success

This established three-day selling skills programme develops a sound foundation on which the sales professional can build a successful and rewarding career. Participants will gain a clear understanding of the role and responsibilities of the salesperson and the extent to which sound, logical planning is required before selling starts. Emphasis is placed on how to use the appropriate professional and ethical selling techniques needed to progress each potential 'sale' through to placing the order.

Who Should Attend

This programme is designed for all newly appointed field sales staff in their first six months in selling and sales staff new to a company, with no formal sales training.

After attending this programme, participants will have the ability to:

- Establish the buying motives of individuals and organisations
- Achieve targets through effective work patterns
- Set meaningful call objectives
- Prepare and control a sales interview
- Establish how purchasing decisions are made
- Win appointments by telephone
- Understand the potential of the Internet as a prospecting and sales tool
- Make effective use of visual aids
- Give demonstrations that gain the involvement of the customer
- Construct an effective written proposal, including cost justification
- Handle and overcome objections
- Identify when and know how to ask for commitment.

Our Key to Effective Learning

Sales & Service	
Open Programme	✓
In-Company Programme	✓
Competency Based	✓
E-learning Support	✓
High Impact Learning Option	✓
In-Company Location of Choice	✓
Accreditation	✓

Residential Open Programme

Duration: 3 days 2 evening
Starting: 10:00 AM
Location: Central England
Price: £995 + VAT

This is a fully residential programme, the above price includes comprehensive programme materials, morning coffee, luncheon and afternoon teas. Residential programme fees do not include the participant's hotel costs. Participants will be required to settle direct with the hotel before leaving.

Open Programme Dates

1 – 3 November 2004
 6 – 8 December 2004
 17 – 19 January 2005
 1 – 3 March 2005
 12 – 14 April 2005
 23 – 25 May 2005
 11 – 13 July 2005
 22 – 24 August 2005
 26 – 28 September 2005
 7 – 9 November 2005
 5 – 7 December 2005

Telephone Booking:

Faith Plevin
 Customer Business Manager
 tel: +44 (0)1789 734300

E-mail Booking:

faithp@structuredtraining.com

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Programme Overview

Professionalism In Selling

The roles and responsibilities of the salesperson to customer and company
 The Win/Win philosophy - selling with integrity
 Having the right sales mind-set
 How selling is changing in today's business environment

Communication Skills

Effective two-way communication
 Asking perceptive questions
 Controlling the sales interview
 Using active listening techniques
 Understanding why customers buy
 Seeing the product or service from the customer's point of view
 Identifying and relating to the customer's problems, needs and wants
 Understanding buying motivations

Understanding The Sales Pipeline Process

Where to find new business and customers
 Understanding what activity and what quantity of activity produces results
 Action-centred call objectives
 Establishing your own customer base

Essential Internet Activity

Unleashing a powerful new tool
 Prospecting on the web
 Effective E-mail & web communication

Winning Appointments

Effective telephone techniques
 Understanding the customer's decision-making process
 Staying motivated when facing rejection
 Understanding the link between motivation and results

Conducting Effective Interviews

Establishing credibility at the initial stage
 Understanding and relating to the customer's needs
 Efficient and thorough fact finding
 Building customer empathy

Making The Written Offer

Using facts gathered to make an effective offer
 Improving the success rate through better proposals
 Techniques for presenting a powerful proposal

Carrying Out Effective Demonstrations

Focusing in on the objective
 Using visual aids as a powerful selling tool

Handling Customer Resistance

The reasons why people do not always buy immediately
 Understanding and using objections as an opportunity
 Presenting price as an investment, rather than a cost

Asking For The Order

Recognising a buying signal
 How to gain the critical commitment
 Building commitment to the next stage

Planning - The Key To Success

Forecasting that focuses activity
 Balancing the workload to achieve targets
 Monitoring and planning activity to improve performance
 Maintaining high levels of self-motivation
 Efficient routing & prioritising activities

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Structured Solution Selling, or S3™, is a process developed by Structured Training to help sales people deal professionally with more complex or sophisticated sales in today's ever-changing sales environment. It defines a methodology to guide people through the steps of a successful sale. All Structured Training's sales programmes are underpinned with the S3™ process

In-Company Option

In-Company tailored programmes are bespoke skills based solutions providing a highly interactive and participative environment to address your training and development needs.

Duration: 3 days
Location: Your Venue
Participant Day Rate:
 £325 + VAT*

For more information telephone Faith Plevin on Tel: +44 (0)1789 734300