



Selling your way to success

Program Overview

Selling services is a complex business. The sales skills required in this very competitive environment are very different from those in common practice when expensive proprietary systems were the norm. Nowadays, suppliers are chasing the a very sophisticated market, and are realizing that the basic sales techniques previously employed are at best ineffective and at worst counterproductive.

Today marketing is a multi-functional activity. It is necessary for the Delivery team of Project Managers, Project Leaders and Software developers to understand the sales functions and client management issues.

This industry-focused sales course recognizes these difficulties and introduces a mature approach to selling and client handling. It emphasizes the human aspects of selling, building rapport, asking questions, understanding and developing customer needs and influencing the Decision campaign. Established principles such as objection handling and closing techniques are discussed but their value in a complex, professional sale is questioned. Most importantly, this course looks at the marketing from the buyers' perspective.

Training Objectives

- Understand the sales skills required for success in the complex sale
- Develop a consultative approach to selling
- Understand the importance of rigorous qualification
- Recognize the need for questioning to establish requirements and develop needs
- Be better able to recognize and influence the decision criteria. Be aware of the complexities of selling to organization
- Adopt a systematic and strategic approach to selling
- Understand the issues in managing Client relationships

Who Should Attend

This is targeted to employees who will be supporting sales in their industry. It is also suitable for new sales people or those who feel the need for learning basic marketing and client management skills.

You Will Learn How To

After completing this workshop, participants will have the skills and knowledge to:

- Handle Customer Concerns
- Closing and After Sales
- Understand and Manage Customer Expectations
- Analyze Different Selling Styles and Individual Dispositions
- Balance focus on Relationships and focus on Costs
- Building successful relationships internal and external
- Understanding customer behavior and ways to adapt to them

Training Aids

You'll find it lively and fun as we use of interactive techniques, role plays, games, assessment tools and discussions to maximize your learning potential. And we will always provide you with a highly supportive learning environment. Through a variety of highly interactive exercises and role-plays, participants will increase their self confidence and vocal ability.

Training Hours

The duration of the training program will be for 2 days/16 hours.