

# Selling Skills:

## The Art, Science & the Psychology, 2 Day Workshop

### Course Description

In this dynamic, highly interactive workshop, you will study and practice both the science and psychology of sales. You will study the selling process as well as the behavioral and attitudinal factors that affect both the buyer and the seller.

You will learn how to define your target market, where to prospect, how to position your products and services, how to overcome objections, close the sale, and much more. You will learn how the global economy and the Internet have impacted the world of selling and how to develop a stronger understanding of how and why people buy. You will practice the important concepts and techniques with in-class group exercises and role plays. In short, you will acquire the critical skills and tools that are required for sales success in today's business world.

### Course Outcomes

- Appreciate and enjoy selling as an art
- Enjoy cold calling and overcome psychological barriers
- Apply the seven stages of selling
- Define your prospect base and become a master networker
- Develop your personal "positioning statement"
- Read body language
- Identify the different levels of decision makers
- Understand how and why people buy
- Implement qualification strategies
- Deliver a prospect specific presentation
- Overcome objections
- Close the sale
- Develop and maintain relationships

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### Course Content

#### 1. Introduction to Course and Sales

- Welcome and Introductions
- Course Objectives and Road Map
- Discussion: What is Sales

#### 2. Introduction to Sales

- The Seller and the Buyer
- The Changing Scope of Selling: Global Economy and the Internet
- The Science of Sales: The Seven Strategies of Selling
  - Prospecting
  - First Contact
  - Qualification
  - Presentation
  - Resolving Objections
  - Closing
  - Wrap-Up and Follow-Up
- Product and Services Knowledge
- The Psychology of Sales: The Art and Attitude of Selling

#### 3. Prospecting

- What Is a Prospect?
- The Role of Prospecting
- Lead Channels
- Target Marketing
- Networking: Where Do Your Prospects Gather?
- Positioning Statements: The Answer to the Question “What Do You Do?”
- Body Language
- Group Exercise: Networking and Body Language

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### **4. Cold Calling**

- The Benefits of Cold Calling
- Adjusting Attitude and Overcoming Fear

### **5. First Contact and Qualification**

- Testing for FIT: “Personal,” “Company” and “Wants”
- Decision Makers: Political, Financial, Technical and End-User
- Developing the Relationship: Build Rapport and Establish Trust
- Qualification Strategies: Needs, Interests, Barriers, Criteria and Motives
- Case Study: How and Why People Buy

### **6. Presentations**

- Delivering a Prospect Specific Presentation
- Buyer Motives
- Proof of Success Strategies
- Keys to a Powerful Presentation

### **7. Objection Resolution**

- Strategies for Resolving Objections
- Uncovering Hidden Objections
- Role Play: Discovering the “Objections” When Selling

### **8. Closing Strategies**

- The Fear Barrier
- Recognizing Buying Signals
- Eight Different Closing Strategies
- What to Do if the Sale Is Lost?

### **9. Wrap Up and Follow Up**

- Guidelines for Completing the Transaction
- Referrals
- Maintaining the Relationship
- Follow up and Repeat Sales

### **10. Course Recap and Conclusion**

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### Target Audience

Sales professionals, sales managers, and small business owners who wish to improve their ability to land and qualify prospects, make sales calls and presentations, overcome resistance, close deals, follow up effectively, and gain referrals.

### Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance has to be taken care by client only.
- Facilitators Travel & Food have to be taken care by the client
- Clients will have to arrange LCD, Speakers, Mike on their own.
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