



9014



In-Class



12 hours

## Course Description:

This sales training course explores the right skills and mindsets for a professional salesperson. Participants will learn essential sales skills, from controlling the conversation and asking the right questions to uncovering customer needs and adjusting the message accordingly. At the core of this course is a more effective and more professional sales approach. This approach depends on asking a series of questions in a specific order. It will enable participants to find out their customers' needs, uncover problems, and ask questions that help the customer realize the problem he hasn't been paying attention to is now too big to ignore. Part of this program will focus on dealing with buyers' different personalities. Participants will learn how considering each buyer's personality and modifying their selling style slightly to match each customer's personality will help them close more sales.

## Target Audience:

All Sales Team.

## Course Objectives:

**By the end of the course, participants will be able to:**

- Explain the right skill and mindset a professional salesperson must possess.
- Explain the professional selling skill set
- Use an effective listening technique to uncover customer needs and maintain a positive customer experience.
- Recognize how to handle objections in a positive and professional manner
- Determine the main pillars for developing an effective sales mindset
- Explain the four major behavioral styles and personality types and how to sell to each buyer type

## Course Outline:

### Module 1: Introduction to professional selling

- What is professional selling?
- The professional selling skill set and mindset

### Module 2: The professional selling skill set

- Controlling a conversation
- Using the power of questions
- The OPEN question selling technique

### Module 3: Listen and know your FAB (skill set)

- The importance of listening
- How to listen better
- Features, advantages, and benefits
- FTB Sales Technique
- Identify the customer's decision criteria

### Module 4: Handle objections and close the sale (skill set)

- The reasons behind objections
- Types of objections
- Handling objections model (APAC)
- Handling the most common objection: price
- Nine closing techniques
- Cross-selling and up-selling

### Module 5: The professional selling mindset

- The right state of mind to sell
- The more "No's" you get
- Visualize your sale
- Know what you are selling inside and out

### Module 6: Understanding buyer types and follow-up

- Personality styles
- What is your personality style?
- Selling to different buyer types
- Beware of silent cues
- After the sale and follow-up

# Professional Selling Skills

Sales, Marketing & Customer Care



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## Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

## Upon Successful Completion of this Course, participants will obtain:

1 CEUs

## Course Language:

English Material

Bilingual Explanation

## Prerequisites:

N/A