



**Elsabé Manning**

Elsabé Manning | 082 513 6312 | [elsabe@elsabemanning.co.za](mailto:elsabe@elsabemanning.co.za)

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## **PROFESSIONAL SELLING SKILLS (Two days)**

Sales-driven companies succeed by virtue of the quality and performance of their sales staff and managers.

Most successful salespeople have something in common. They all have a passion for selling and most of them have a personal development plan - a strategy. Achievers plot and plan constantly. Some highly effective salespeople work with sales coaches but there are some who are born self-starters. Even the driven few are surrounded by people who cheer them on – like a really well-trained sales manager / coach.

Passion and action are the driving forces behind success in sales. Unless sales staff feel really excited about their individual and team goals, they are not very likely to succeed. Successful salespeople are driven by the energy that is created by *doing* what they *love* best. That is why placement of the right staff is so important.

The good news is that staff can become and remain motivated when they work closely with a good sales manager with good sales coaching skills, even if they are not self-driven individuals.

Today's sales staff must have superior selling skills that build customer trust and differentiate you from your competitors.

**OUR SELLING SKILLS TRAINING** provides an effective and flexible approach to learning, applying, evaluating, and continuously improving the skills that result in strong customer relationships. This course has components that work together to improve sales performance and help you compete effectively in the marketplace. The components are designed to provide you with a variety of training delivery options and to address all the elements required for training to produce a return on your sales development investment.

## OUTCOMES

Salespeople develop the face-to-face selling skills needed to promote an open exchange of information and reach mutually beneficial sales agreements.

**Opening** - participants will learn how to effectively open calls in a positive and productive way. Participants will learn:

1. Learn how a strategic call objective guides interactions
2. Examine how and why it's important to reach agreement with the customer on what will be covered or accomplished during the sales call
3. Explore how opening a call with an existing customer differs from opening a call with a new customer
4. Discuss how to move the call from rapport building to the business at hand.

**Probing** - participants will learn how to use effective questions to gather information and build a clear, complete, mutual understanding of a customer's needs. This section also helps participants to:

1. Learn how and why it's important to uncover the circumstances driving the customer's need, as well as the need behind the need
2. Learn questioning techniques
3. Learn to guide the direction of a sales call by striking an appropriate balance between open and closed probes
4. Learn to probe in a way that facilitates an open exchange of information.

**Supporting** - participants will learn how to provide information that helps the customer make an informed buying decision. This section also helps participants to:

1. Explore the best time—and the most powerful and persuasive way—to talk about their offering and their company
2. Learn to demonstrate how each feature will benefit the customer
3. Learn the importance of acknowledging each need before introducing product/service benefits.

**Closing** - participants learn to recognise when a customer is prepared to move ahead in the sales cycle. This section also helps participants to:

1. Practice a three-step process for securing customer commitment to next steps in the sales cycle.

2. Explore the difference between closing the sale and continuing the sales process.
3. Learn how to handle a customer who stalls in response to a close.
4. Learn the best way to terminate a relationship that's not mutually beneficial.

**Sales Obstacles** - participants will learn how to overcome obstacles in the sales process.

Participants will learn to:

1. Acknowledge rather than gloss over customer indifference
2. Re-open the sales conversation in a way that expresses value to the customer
3. Explore the importance of probing to understand a customer's concern before responding
4. Learn when in the sales cycle a customer is most likely to express a concern
5. Learn to overcome a customer's scepticism by offering relevant proof
6. Discover how to clear up misunderstandings by confirming the need behind the concern and then supporting the underlying need.

## **BENEFITS**

**Your customers will profit from:**

1. Lasting relationships with salespeople who understand their business reality
2. Products that address their specific needs
3. Buying decisions that are based on fact, not on high-pressure sales tactics.

**You will experience:**

1. Increased success in winning new business and building customer loyalty
2. Decreased costs by helping salespeople better judge account potential and use time more efficiently
3. A common language for your sales team, resulting in improved communication and teamwork
4. Reduced turnover by providing salespeople with direction, support, and flexible professional development.