

Increase Sales and Improve Selling Efficiency

Suitable For:

- Newly appointed sales people
- Product sales people
- Sales people who want to refresh their selling skills

Course Content:

- SWOT analysis
- The 'S' word
- Who sells and what is selling?
- How to succeed at getting in
- How to understand your customers needs
- Making CRM work – CRM and the sales pipeline
- Seven secrets of successful selling
- Powerful prospecting techniques
- Gaining long term customers

Aims and Objectives:

- Understand the fundamental elements involved in the selling process
- Acquire professional techniques for making appointments
- Learn consultative approaches to understanding customer needs
- Understand how to maintain long term profitable customer relationships
- Learn exciting techniques to improve selling success
- Learn how to create selling opportunities
- Learn how to use trusted advisor techniques to build customer relationships

Course Duration:	1 day	Max no. of Delegates:	Max 20
Exam:	No exam	Location:	Stowan Training Centre

Certification	Stowan & Cygnus Consulting Certificate
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