

**S**traightforward, detailed and effective, this course is designed to provide you with essential techniques and strategies to help you understand the sales process and how to overcome objections so that you will maximise opportunities to close more sales.

**Your Workshop Leader: Catherine Bowie**

## LEARNING OUTCOMES

### **What will you gain from the workshop?**

- How to identify the specific needs of your client and how to match these with what you are selling/offering
- How to prepare for sales presentations and calls
- Learn how to overcome objections and excuses in a positive and influential manner
- Enhance your questioning and listening skills
- Subtle gains: how to use body language and non-verbal communication to your advantage
- Learn techniques of how to get to “YES” and close the sale
- How to make that positive first impression
- Techniques for generating business over the telephone

## WORKSHOP FORMAT

The course will use a variety of training techniques to ensure lively and dynamic learning:

- tutor-led discussion
- group exercises
- practical sessions

In order to maximise the training opportunity, each participant will be asked to complete a pre-course questionnaire to determine exact training needs so that the workshop leader can establish levels of experience. This will enable the trainer to prepare and design materials which are most beneficial to the group and will also to encourage participants to focus on what they most need to get out of their session.

### **Note:**

Designed as a **two-day workshop**, this practical course can also be run as a single-day event. Ideal group max: 10

## **Outline Programme**

### **Welcome and Workshop Goals**

#### **Understanding the Sales Process**

Learn the different stages of the sales cycle. How is a sale made? What will influence a decision? How buying decisions are processed in our prospect’s brain! What you need to do in order to influence their decision.

#### **Learning how to understand your Prospect’s Needs**

How to step into the client’s shoes and see the situation from their position. Learn how to adapt your approach based on what they want. Learn how to position yourself, your company and your product in light of what they want and how they want it.

#### **The Techniques and Communication Skills of Great Sales People**

Learn how to be pro-active and ask the right questions at the right time. Different selling techniques and models. Learn how to listen attentively and use the information that the prospect gives you to your advantage: how to read body language and buying signals.

#### **How To Overcome Objections and Excuses**

Learn how to overcome the negative responses that you receive from your prospect and how to turn these around into positive situations. Learn how to overcome price objections.

#### **How to Get to the Close and Ask for the Business**

So many people feel uncomfortable asking for the business but this need not be the case. During this session you will cover some strategies on how to identify buying signals, know when is the right time to close and how to close more prospects than you ever have before.

#### **Review of the day and Action Planning**



COMMUNICATE

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