

ESSENTIAL SELLING SKILLS

TRAINING COURSE DETAILS

Throughout the training program, the focus will be on skills development that may be directly applied after the workshop. The program is highly interactive, filled with live examples from the Pakistani market, deep discussions, exploratory exercises and a lot of networking opportunities.

DAY 1

Session 1: In the first session, you will build the foundational concepts on how sales has changed in the digital age and why you need to learn new ways to deal with your prospects.

- Sales Approach in the digital age: Digital age has changed everything including the sales approach. The salesperson can no more 'Show up and throw up'. You will learn a totally new way to interact with the digital age buyer which is in line with her new requirements.
- Understand the digital age buyer: A research indicates that today 57% of the buying decisions are made even before the buyer makes her first call to the salesperson. She, perhaps, already knows about your company, your product, your competitor's product and might even have checked out a few references. You will learn how to deal with the well informed digital age buyer.
- Traditional vs consultative selling style: The traditional selling style might not work anymore. You will learn the consultative selling style and how the same can be used for you to become trusted advisor for your customers.

Session 2: prepares you for your first communication with the prospective client. In this session, you will learn how to make the pre-call checklist and how to approach the decision maker.

- Pre-call checklist: Here, you work on a framework that ensures, that the most essential questions about your product, company and industry are clear to you even before you make the first call
- Approach the decision maker: In this section, you will learn the basic skills of communicating to the decision maker for the first time that will get you a positive response from her.

Session 3:

- Questioning techniques: Asking the right questions to the prospect in the right way is a very important skill for you, to get the qualifying information and also to build upon your conversation. This session is totally devoted to develop your questioning technique. You will learn how to engage your prospect in a discussion that may lead to her interest in your product.

Session 4:

- **Listening skills:** One research indicates that the number one problem prospects see with salespersons is that they don't listen. The fact is that most salespersons, not trained in the listening skills, are engrossed with my product, my company, my features and hence my commission. But, customers want you to listen to their problems and are looking for a solution to them. Listening skills can be developed with specific exercises. This session is fully devoted in building up your listening skills.

DAY 2:

Session 5: gives a conceptual foundation on the communication process and outlines some of the emotional buying needs of the prospect.

- **Communication process:** For a salesperson to be great communicator, he must understand the communication process. This gives the salesperson a better idea of how his choice of words, his tone and his body language would impact the prospect. He can, then, focus on each and every aspect of his style to suit what might make the right impression on the prospect.
- **Emotional buying needs:** It is generally thought that organizational buying is rational and devoid of any emotional needs. Research shows this is not true. Underlying the organizational buying system are the emotional buying needs of the decision makers. In this session, you will learn the 6 basic emotional needs so that you may alter your communication accordingly to get the desired results.

Session 6 & 7:

- **Objection handling:** Objections are an essential part of every sales process. When a prospect raises objections, it gives you the opportunity to explain how your product may suit the requirements of the prospect. But the objections are to be handled very smartly. There is no margin for mistakes. In these sessions you will learn how to beef up your prospects' objections into three major types and how to handle them.

Session 8:

- **Close:** You may have built up an excellent reputation with the prospective client by now and answered all her objections but you might still not get the sale if you did not 'Close' it properly. This session is devoted to closing techniques which will get you a final 'Yes' from the prospect.
- **Building a long term relationship:** is important if you want to have repeat orders from your customers. In this section you will learn how to build and maintain a long term relationship with your clients.