

Effective Sales Skills



Programme Objectives

Practical guidance in selling techniques which you can use in your business immediately.

Over 1000 delegates have now attended this programme and many have referred colleagues and acquaintances in turn. Delegates leave with a number of sales points to try; more confidence; and a willingness to chase and close sales opportunities.

Tailored Programme

This course is extremely practical: we draw on examples from your business to illustrate points and make the session more interesting.

Programme Delivery

The method of teaching throughout the day is varied in order to maintain interest: we include group exercises, delegate participation, etc. In addition, we use training videos to illustrate these points. Follow up sessions allow delegates to practice techniques.

Content

- The role of sales in the sales / marketing cycle
- Research for the selling operation - knowing what your product can do vis a vis competitors products
- Features and benefits - the cornerstone of sales efforts
- Planning the source of business - looking for effective methods of obtaining sales leads
- The RFM Sales Ladder
- How to make appointments
- Effective use of the telephone
- Getting past the 'gatekeeper' when making appointments
- Initial behaviours
- Sales Conversation - what to say and what not to say
- Recognising Buying Signals
- Closing the sale, getting commitment
- Dealing with objections

Who Should Attend?

It is suitable for people who find themselves in a selling situation and who have not had previous sales training. Or, as a refresher for those who have been operating in the selling field for some time. It's ideal for small and medium sized businesses where time is of the essence - often company personnel have other functions to undertake as well as sales. It is a valuable tool for any member of staff who interfaces with clients face to face or on the telephone.

Book Now!!

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