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## The Basics of Selling Workshop

### Core Focus of the course

- To support and develop basic sales skills into organisations
- To deliver knowledge of selling techniques
- To develop skills and competencies in selling
- To develop personal strategies which will improve selling skills and/or sales awareness

### Outline of core elements of the course

- What is Selling?
- Understanding the simple sales cycle
- Research & Preparation (prospect profiling):
  - SWOT & PEST Analysis
  - Market position analysis
  - Boston matrix
  - Ansoff matrix
  - Customer needs and customer wants
- Essential elements of a successful sale
  - Win-win solutions
  - Customer partnerships
  - C1-C2-C3 value offers
- Common selling misconceptions
- Understanding your product, your market and your competition
  - Suspects, Prospects, Targets and Customers
  - AIDCA (Attention, Interest, Desire, Conviction & Action)
  - Positioning your offer
- Establishing opportunities & decision makers quickly
  - How organisations work
  - Procurement teams
  - Procurement procedures
  - Gate keepers and others
- Evaluate opportunities & putting your case
  - Sales calls

## The Basics of Selling Workshop

- Sales meetings
  - Sales presentations
  - Sales pitches
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- Typical steps in a sales process
  - Developing and maintaining relationships
  - Closing the sale and delivering the promises
  - After the sale – what next?