
Intermediate Sales Skills – 2 Day Course

Core Focus of the course

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

By the end of the programme each participant will:

- have analysed the strengths and weaknesses of their present selling style
- be able to describe the typical customer needs
- be able to describe the key behaviours required with customers
- have a framework for planning sales visits
- have frequently practised using the skills
- have measured objectively their performance compared with peers
- and created an Action Plan for continued development of the skills after the programme.

Outline of core elements of the course

- What is Selling?
- Understanding the sales cycle; understanding your 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
- The SPIN® Model / The LAMP method for developing needs:
 - Situation Questions
 - Problem Questions
 - Implication Questions
 - Need-payoff Questions
 - Win-win solutions
 - Customer partnerships
 - C1-C2-C3 value offers

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- Practical workshop
- 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
 - Sales meetings
 - Sales presentations
 - Sales pitches
- Typical steps in a sales process
- Developing and maintaining relationships
- Closing the sale and delivering the promises
- Practical workshop and 1-2-1 review and analysis
- After the sale – what next?