

# Essentials of Sales



In an ever more crowded and competitive market a structured approach and proven techniques are vital to being successful in sales. This course will take you through the various stages necessary to consistently achieve success without resorting to high pressure selling. The course will examine:

- The sales process
- Key selling competencies
- Cold calling and prospecting
- Appointment setting
- Handling face to face meetings
- Objection handling
- Closing techniques

## Who Will Benefit?

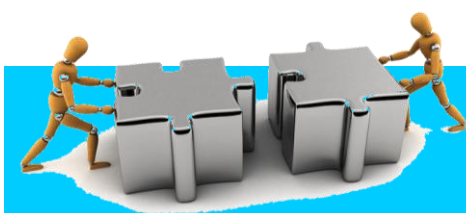
Anyone new to selling, or who has not had formal sales training.

## Course Outline

- The role of the new business sales person
- Understanding customers buying behaviour
- Planning key messages
- Cold calling
- Handling gatekeepers
- Why do objections occur?
- Handling and overcoming objections
- Qualifying prospects
- Appointment setting
- Aligning the sales process with the buying process
- Features, benefits and advantages
- Affirming the case
- Selecting the appropriate closing technique
- Questioning techniques
- Managing face to face meetings

## Duration

2 Days



## Contact Us:

Mill 3 Unit L4F  
Pleasley Vale Business Park  
Pleasley  
Mansfield  
Notts NG19 8RL

T: 01623 811 935 F: 01623 811 957

[www.xceedtraining.co.uk](http://www.xceedtraining.co.uk)