

Sales Awareness and Client Facing Skills

xceedtraining



Successfully facing clients takes real skill. Client facing and networking focuses on managing interactions with others using 'communication' to achieve mutual business benefits. We are constantly communicating, but are we always communicating the messages that we intend to? This course will increase your awareness of behaviours and build your confidence and ability in managing sales opportunities. You will learn skills for communicating powerfully, sending clear messages, and conducting challenging conversations, without damaging potential relationships. The focus is on how to:

- Develop a sales mindset/culture based on attitudes, people interactions and practical sales skills for those in 'not dedicated sales roles'
- Understanding the role and potential impact on all elements of the sales process
- Improving awareness of practical sales skills, processes and strategies
- Building stronger and beneficial relationships with your customers – 'loyalty and satisfaction'

Course Outline

Understanding Your Customers' Perspective

- Appreciating your customers' business concepts and opinions
- Pre-thinking obstacles and objections
- Understanding the buying cycle
- Aligning yourself with your customers and their business needs
- Identifying the total value of your company's products
- Understanding your customer's decision making process
- Developing further business potential

How to Sell Value

- The difference between selling features and benefits
- The psychology of selling solutions
- Building Added Value beyond the Product
- Understanding competitive advantage
- When does differentiation have value?
- Handling difficult questions and objections
- Reinforcing sales messages during all customer interactions



Contact Us:

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Improving Personal Credibility from the Customer's Point of View

- Understanding the key components of creating a first impression
- Building credibility by asking effective questions
- How you adapt your style to win the customer's confidence
- Recognising buying signals
- Positioning yourself as the expert
- Understanding the barriers and blockages to effective listening

Resolving Problems

- Ensuring appropriate communication for problem escalation
- Why we gather information to help the sales process
- Understanding information structure

Team Negotiations

- Understanding when selling stops and negotiation starts
- Different team member roles in the negotiation process

Duration

2 Days



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