

# Selling Skills

## Becoming an Effective Salesperson

Selling is an important skill, whether we are working in a direct sales function or not. Everyone has to sell themselves and their ideas all the time, be it to clients, bosses, colleagues, family and friends. The principles of successful selling remain the same in every situation.

In this workshop we take delegates through the customer journey to understand the thought processes at each stage of making a decision to buy. We look at how we can evaluate the market and qualify good prospects to target, and how to research potential customers.

We review and practice the sales conversation, revisiting the key skills of listening and asking probing questions. We examine how to craft a presentation or product prospectus for the best effect.

We also run sessions on handling customer queries and concerns, and on ways of concluding the sale. Throughout the workshop we shall focus on the key skills needed in establishing and maintaining long-term customer relationships.

At the end of the workshop we shall consider the follow-up actions needed to ensure we gain repeat business at low cost.

### Learning Outcomes

#### Delegates will learn

- **the different activities within the sales cycle**
- **how to prepare for a sales meeting**
- **how to conduct the sales conversation**



- **how to present a product or service**
- **how to manage customer concerns**
- **how to close the deal**
- **key differences between business-to-consumer and business-to-business sales**

This workshop is suitable for all individuals within a sales role.

### Jennifer Fitzgerald



Jennifer is an executive coach and trainer of interpersonal skills. She is an accredited trainer of NLP (neurolinguistic programming) and coach trainer with the International NLP Trainers Association. She has trained in accelerated learning and had preliminary training in cognitive behavioural therapy and other psychological disciplines.

Jennifer brings a high degree of business expertise to the programmes she runs. Her credentials come from a highly business focussed career with Schlumberger, Mastercard and Barclaycard. She has extensive international experience and speaks both French and German.

Jennifer runs training courses and coaching programmes at market leading companies, the programmes she runs are fast-paced, thought-provoking, interactive and fun!