

# WINNING SELLING SKILLS FOR BUSINESS SUCCESS!

As budgets continue to shrink and the competition continues to increase, mastering the sales process is becoming an essential part of business success. Today, people no longer buy a product or a service for its features; customers now want to know how that product or service will benefit them before they make a purchasing decision. To be successful in this environment, salespeople must be adept at both uncovering customer needs and demonstrating how they can fulfill those needs.

Winning selling skills will provide participants with the knowledge, skills and tools needed to effectively and successfully establish relationships with customers and ultimately gain and retain the business of new and existing customers.

This program will benefit participants who wish to sharpen and perfect their selling skills, or who wish to gain a further understanding of best-practice selling.

## **Program Outcome**

- 1) To cultivate rewarding relationships with customers that ensures continued business success.
- 2) To develop ability in discovering important business needs of customers that can be satisfied by product offerings.
- 3) To develop key selling skills which include create and apply impactful openings, effective questioning techniques, identify and effectively use unique selling points in the sales presentation, overcoming objections and closing the sale.

## **Training methodology**

The program will be participative and will use a variety of learning approaches from PowerPoint presentations emphasizing key points, to case studies, facilitation of group discussions and 'Mock- selling' role playing to stimulate learning and skills development.

## **Program Outline**

### **Customers – Who are they?**

- Understanding why customers are the central focus in today's marketing concept.
- Customer retention and loyalty
- Creating great customer experiences

### **Establishing rapport and cultivating relationships with customers**

- Identify and apply the steps necessary to establish rapport with a prospective customer
- Describe strategies that can be used to retain and maintain business with customers

### **Developing impactful selling skills**

- Interviewing
- Unique Selling Points
- Creating Product Descriptions
- Features, Advantages and Benefits
- Overcoming Objections
- Closing the Sale

### **Facilitator**

**Jeremy Earl Abrahams**

Duration : 2 days