

EFFECTIVE SELLING BEHAVIOUR

During this training we focus on the behaviour that sales agent should adopt in front of the clients. We develop tools for positive thinking and increasing self-esteem for the participants.

The training course contains a role-play video recorded, in which each participant meet the most difficult client. It creates extreme situation from which the participants will have many lessons learned. In the last day the recordings are played back and the trainers offers constructive feedback, focusing on the behaviour that can be improved.

At the end of the course the participants receive the recording with their presentation from the training course, being able to revise and continuously improve their behaviours with the clients. During the training they are presented three professional movies focused on approaching the clients, objections negotiation according on the client type and finalise the selling.

OBJECTIVES

By the end of the training course the participants will be able to:

- Have an effective communication in order to identify the needs of the potential clients;
- Develop the co-operation climate for finalising the transaction;
- Have an effective presentation of the products / services of their organisation;
- Solve the real objections of the clients;
- Finalise the transaction in an optimum way;
- Build and follow the individual plan for increasing their selling performance.

COURSE CONTENT

Individual preparation for selling

- Sensuous channels
- Introspection
- Informing
- Techniques for improving interpersonal relationship
- Developing the selling climate

Selling process

- Sales Initiating:
 - What non-verbal messages do we send
 - Client behaviour
- Client needs identification:
 - Communication technique
 - Active listening
 - Questions formulation
 - Self-disclosure
- Presentation of characteristics, advantages and benefits of product / service:
 - Persuasion

➢ Presentation

• Solving the objections:

- Types of objections
- Using the mind mapping techniques
- Negotiating the objections
- Solving strategies
- Cancelling the objections

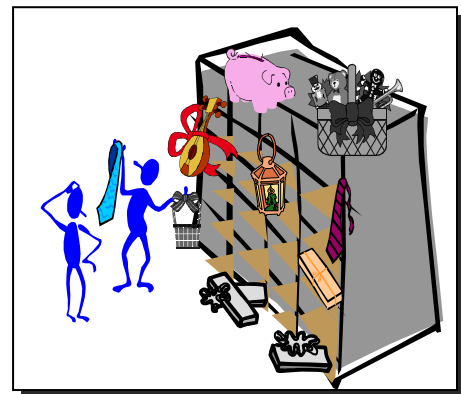
• Finalising the selling:

- Successful elements
- Ending techniques
- Suggestions for future buying
- Post - selling service

PARTICIPANTS

- * Sales and marketing department,
- * Sales managers and agents,
- * Shop assistants

DURATION: 3 days



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