



TrainSkills

TRANSFORM AND PERFORM

Career Skills Course

SALES SUPERSTAR

 2 Days

 On/Off Site

About the Course:

Sales training programs often include topics related to client relationship management, better understanding customers' needs, enhancing communication with clients, providing effective feedback to clients, and improving client interactions. The learning objectives of effective sales training programs are generally to improve the relationship between sales professionals and their clients, and to also improve the sales performance and close rates of sales professionals. A company's sales force is the frontline for revenue generation and growth, so it's imperative that your sales team is effective, efficient and has the ability to find and close sales opportunities, no matter what industry you're in.

Upon completion of this course, participants are better prepared to:

- Understand the reasons people buy
- Understand the sales cycle and the skills required for each stage
- Generate leads, qualify them and convert them into sales
- Build rapport and transition out of it
- Use the right questions to discover needs
- Earn trust through listening
- Understand the four Ps of presenting solutions – prioritise, personalise, prepare, practise
- Respond to and overcome objections
- Recognise when to close the sale and apply different techniques
- Plan how to follow up activities
- To ask for referrals

Course material and duration can be customised to suit your specific needs.

Aligned to Unit Standard 10047 at NQF L5

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