

Dragon Selling Skills

WORKSHOP DESCRIPTION

The sales professional is usually the customer's first point of contact with an organization. This workshop specifically looks into highly beneficial customer focused sales techniques and applications. The Customer Focused Selling Skills Workshop introduces professionals to the fundamental elements associated with superior and proven sales techniques and strategies. This workshop consists of modules that teach participants skills such as selling via telephone, face to face and transforming potentials prospects to advocates.

WORKSHOP LEARNING OBJECTIVES

- To understand the importance of customer focused sales and a passion to exceed customer delight;
- To develop fundamental impression and communication skills;
- To develop telemarketing tactics and techniques;
- To develop professional sales presentations;
- To develop professional sales body language and business meeting etiquette;
- To develop techniques in handling objections;
- To develop a personal action plan to success.

WHO SHOULD ATTEND?

- Sales Professionals
- Tele-sales Professionals
- Marketing Professionals
- Tele-marketing Professionals
- Business Development Professionals

DRAGON SELLING SKILLS WORKSHOP

WORKSHOP OUTLINE

Module 1: Impression & Communication Fundamentals

- Create a Positive First and Lasting Impression to Exceed Customer Delight
- Understand the Communication Model and Process
- Develop Questioning and Listening Techniques to Gather Information

Module 2: Professional Telemarketing Prospecting

- Call Opening and the Lead in Statements
- Effective Call Techniques to Secure Critical Appointment: The Attention, Interest, Desire & Action Approach
- Call Closing and the Professional Release

Module 3: Professional Sales Presentation

- Sell Benefits and Not Features to Create Impact in the Sales Pitch
- The Psychology of Customers Buying Behaviors: The 4 Personality's Buying Preference
- The Verbal Buying Signals and 10 Closing Techniques to Secure Sales

Module 4: Professional Sales Body Language & Business Meeting Etiquette

- Principles for Interpreting & Role of Body Language
- Personal Appearance, Body, Posture & Movement, Eye Contact and Facial Expression
- Understand Business Meeting Etiquette: Business Cards, Marketing Materials and Seating Arrangements

Module 5: Handling Difficult Customers and Objections

- The 5 Basic Objections: No Money, No Need, No Hurry, No Time, No Honey
- The Objection Handling Strategy: Acknowledge-Defuse-Refocus Approach
- Overcome the Objections: Developing Personalized Responses for Handling Objections
-

Module 6: The Way Forward – A Customer Focused Sales Culture

- Continuous Development of the Knowledge, Skills, Attitude and Habits of a Sales Professional to Create a Customer Focused Sales Culture
- Develop Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique
- Personal Action Plan: Developing a Commitment