

# Sales Essentials

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## Duration: Two Days

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**Course Objective:** to introduce participants to the essential techniques and structures involved in sales. Practical exercises are used to ensure that participants can employ their newly learnt skills immediately and to develop their levels of confidence. This course provides the bedrock for all successful selling roles.

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**By the end of the course, participants will be able to:**

- Understand the motivations behind why people buy
  - Apply an indispensable sales structure
  - Recognise the importance of questioning techniques
  - Effectively link features, advantages and benefits
  - Handle objections successfully
  - Identify when and how to close
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## Day One

- **What is involved in sales and selling?**

The objective of this session is to help the group understand the complexity of sales and some of the characteristics they will need to develop in order to sell effectively. Group discussion helps the participants to engage with the subject and start to understand what will be required from them to produce outstanding results. The discussion creates a check list for effective selling which can be referred to throughout the course and beyond as a way of helping the participants “self develop”.

- **Understanding the motivations behind why people buy**

This session enables the group to develop an understanding of what lies behind buying. By recognising which type of buyer one is selling to the sales person can develop a far more relevant and effective sales pitch. We discuss buying motivations, buying types and “thinking” types. This starts to encourage sales people to see things from the buyer’s point of view which in turn helps to develop a more consultative sales approach.

- **First impressions count – the start of the sale**

Amidst all the techniques and theories involved with sales, some basic communication skills cannot be overlooked. Making a great first impression is one of those areas. We discuss upbeat approaches to enable a sales person to make a positive impression, thereby getting the sales opportunity off to a good start.

- **Why a sales structure is used – group discussion**

This group discussion focuses the participants on the subject of structure. We discuss how a structure is invaluable to a sales person in order to maintain control and underpin the whole sales process. We agree the key components of an effective sales structure and start to discuss exactly what you are trying to achieve at each stage of the structure.

- **Effective questioning techniques – understanding their importance**

This is a crucial part of the sales structure and a key skill to develop. Time is spent discussing what you are looking to achieve when questioning, how to question effectively and the techniques and manner needed to do so. We discuss subjects and areas to question in order to create interest and how to develop a conversation rather than an interrogation. Role-play and practical exercises will be used here to help the participants gain the necessary confidence.

- **Establishing the needs of the client**

Building on the basic questioning skills, we spend time developing additional techniques required to develop a full understanding of the client's needs. An effective sales person must establish and develop needs and not simply uncover information: this is vital to give themselves something to sell against. Again, practical exercises will be utilised to help to build up the new skills.

## Day Two

- **Learning to use features, advantages and benefits**

Having learnt the key skill of questioning, the participants now focus on the skills needed to build a strong sales message. Understanding the use of features, advantages and benefits is crucial to this. Too often this is misunderstood and as a result a sales person lacks relevance when selling which means that they lack impact.

- **Developing a strong “sales message”**

The participants learn how to match their product with the needs of the client. We discuss how to structure a sales pitch, how to create impact through your manner and personality and how to ensure that the client sees exactly how the product or service will help them. Once again practical examples and exercises help this process where it is vital that the participants gain confidence rapidly.

- **Maintaining relevance whilst selling your product**

Participants are reminded of how they need to see the sale from the buyer's point of view; and keeping the buyer's 'type' in mind, mould the 'shape' of what they are selling to fit the shape of the buyer's needs.

- **Closing techniques – how to close, when to close**

Having discussed and worked on the previous elements of the sales structure, we now move on to discuss closing skills. We work on a series of practical closing techniques and discuss how they fit into the structure itself. We discuss why sales people sometimes have problems closing and work on how to develop a purposeful and positive approach when closing.

- **Learning to reduce objections**

Rather than being an objection handler, we work on helping the participants to reduce objections at source (i.e. treating the cause, not the symptoms). We do this by focusing on the skills needed to sell effectively and thereby reduce the likelihood of objections arising. We discuss the likeliest sources of objections and help the participants to recognise where problems could emerge from.

- **Tactics for handling “classic” objections**

Nonetheless, we do spend some time analysing the most popular objections ensuring the participants are comfortable when confronted by them and helping them to recognise how to reduce their likelihood. Again the emphasis is on how to 'out-sell' objections rather than argue with them!