

**Workshop title: Professional Selling Skills**

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**Aim:** To establish the principles and provide the skills and techniques central to successful professional selling in the competitive world of industry and commerce

**Designed for:** Field sales staff needing to develop their sales skills

**Objectives:** By the end of the workshop, staff will

- manage their time and territory effectively
- identify and agree business needs
- make a clear presentation based on benefits relevant to buyer needs
- handle customer reactions in a positive and confident manner
- use closing techniques to gain the sale or agree the next step

**Method:** This workshop will be participative, using discussion, practice exercises and case studies, based on the client organisation to make the the learning relevant.

**Content:**

**Professional creative selling**

- \* Personal attitude and approach
- \* Route territory management

**Account and call planning**

- \* Objectives and devise a strategy for account development
- \* Opening to the sales call on the telephone and face to face
- \* Identify business needs and motives for realistic sales objectives

**The presentation**

- \* The structure of the presentation with effective use of sales aids
- \* Features, advantages and benefits to match business needs

**Closing the sale**

- \* Test the temperature of sales calls with buying signals
- \* Buyer reactions including apathy, scepticism and objections
- \* The various methods of gaining a commitment

**Theory to practice**

- \* Consolidate the two days learning into practice
- \* Individual action plans to apply skills and knowledge to the job