

## Selling skills

This programme is designed for Sales Representatives and Sales Support Staff working in all fields, both beginners and the experienced. This course will examine, extend and improve your selling skills and knowledge and it will allow you to compare and practise your abilities. The programme contains realistic scenarios from practice and diagnostic tests for better understanding of your personality. It is composed so as the participants can implement the gained knowledge into practice in order to improve their results.

This programme equips all Sales Representatives and Sales Support Staff with the basics.

### Goals of the programme

- Learn to sell and influence customers during the selling negotiation process
- Understand the whole selling process and the sales success factors
- Master the key skills involved in a selling process
- Learn how to sell to new and current customers
- Learn how to sell new products and how to ensure cross selling
- Ensure the planned turnover and profit through Sales Representatives.

### Participants in the programme

- Sales representatives
- Sales Support Staff

### Duration of the programme

- 2 x 2 days

### Why to take part in this programme?

- Your Sales Representatives will be professionally trained for all major selling situations with customers
- Their success rate in ensuring the planned turnover and profit in selling will rise
- They will be more successful in acquiring new customers
- They will create a base for further development (working with key customers etc.)

## Organisation and structure of the programme

### Structure of the programme

#### 1st part

- ~ The role of a Sales Representative
- ~ Effective communication
- ~ Stages of selling negotiation
- ~ Setting up contacts with customers
- ~ Customers' needs analysis and generation
- ~ Effective argumentation
- ~ Closing the deal
- ~ Preparation for selling negotiation

#### 2nd part

- ~ Exchange of experience from the 1st part
- ~ Psychology of selling and buying
- ~ Price negotiations
- ~ Overcoming objections
- ~ Setting up appointments by phone
- ~ Working with selling tools
- ~ Individual implementation plan

### Organisation of the programme

Name	Date	Place
Selling skills 1st part	February 7- 8 2017	Academy Velké Bílovice
Selling skills 2nd part	May 16- 17 2017	Academy Velké Bílovice
Selling skills 1st part	June 6- 7 2017	Academy Velké Bílovice
Selling skills 2nd part	September 5- 6 2017	Academy Velké Bílovice
Selling skills 1st part	September 19- 12 2017	Academy Velké Bílovice
Selling skills 2nd part	February 14- 15 2017	Academy Velké Bílovice