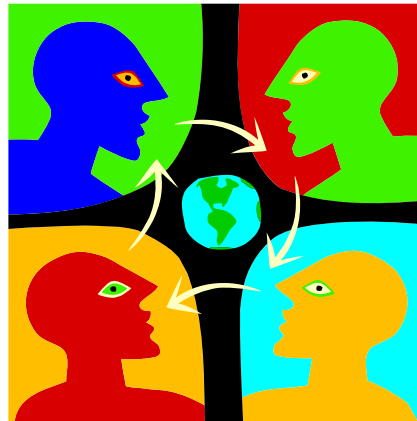


Basic Sales Skills Masterclass Series



Course Date 7th September 2006
Venue: **Regus Business Centre Luton**
(this venue is easily accessible by rail or road)

Fee £225, €330 per person

**Presented
By
sales**x**cellence**

Call Free Phone 0800 328 0702 to enrol

BASIC SALES SKILLS

An introduction to selling in the Sales Masterclass Series - One day Workshop



This introductory workshop in our Sales Masterclass series will provide a good foundation for those new to selling. The **Basic Sales Skills Workshop** is for those entering a career in sales for the first time. The content focuses on basic sales formula and skills. To be successful, today's salesperson must be very well organised, know how to plan a strategy for success, know what to do before, during, and after the face-to-face meeting with the prospect or customer. This workshop is designed to provide you with strategies, tools, and an easy-to-use process for improving your sales efforts.

Participants will learn:

- ◆ Create a strategy for selling
- ◆ Set goals to improve your sales
- ◆ Improve listening skills
- ◆ The Vital Role of the Salesperson
- ◆ Telling is Not Selling
- ◆ Why People Will Buy From You
- ◆ Persuasive Communication
- ◆ Developing Your Own Sales Plan
- ◆ How to Find New Customers
- ◆ Preparing to Make a Sale
- ◆ First Impressions
- ◆ Selling Yourself
- ◆ Identify the needs
- ◆ Plan your sales call
- ◆ The 6-step sales process
- ◆ Tailor your approach
- ◆ Benefit selling
- ◆ Make your ideas clear

About sales**xcellence**

salesxcellence**** was formed in 1996 and since then has trained more than 500 companies throughout the UK in sales skills, sales development, telephone sales and sales management training. Colly Graham formed **sales**xcellence**** in 1996 after thirty years experience in telephone, field sales and sales management. After graduating from college, Colly entered the field of accountancy however after five years decided to change his career direction in sales. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales, concentrating on the recruitment, training and development of sales people, in this role he gained experience in designing and building a number of successful sales teams. Colly brings thirty years of practical experience of selling and his ability to empathize with sales people and establish immediate rapport and credibility as a trainer, (the accolade Colly receives from most sales people is "that he has carried the bag").

Workshop Content

9: 00 - 9: 15 am Registration

9: 15 - 10: 30 am Session One

Introduction to the world of sales
The vital role of the sales person
Myths and Functional Fantasies
Your sales role within your company
Setting Goals
Belief in ourselves - Personal Belief Systems
Why People Buy
Creating a strategy for selling

10: 30 -10 45 am Break

10 45 - 12:00 Session Two

Who are your customers?
Where can you find them?
How to Find New Customers
Prospecting Cold Calling
The Six Step Sales Process
Making Appointments
Role Play on Appointment Making

10 45 - 12:00 noon Break

12:00 - 1:15 pm Session Three

Setting Call Objectives
First Impressions
Building Rapport
Opening the Call
Role Play on Opening the Call

1: 15 - 2:00 pm Lunch

2:00 - 3: 15 pm Session Four

Three Aspects of the Sales Call
Uncovering Needs
Conditions of Sale
Selling the Benefits
What are the benefits of your product?
Exercise on Benefit Selling

3: 15 - 3:30 pm Break

3:30- 5: 15 pm Session Five

Answering Objections
Getting Commitment
Record Keeping
Questions and Answer Session
Assignments

Basic Sales Skills Booking Form

To ensure places in this workshop or to request further information please complete the appropriate sections below and fax this to (UK) 028 25 638 051 or email us at bookings@salesexcellence.com

For further information call us on Free Phone 0800 328 702

Course: *Basic Sales Skills* Fee £225stg €330 euro

Please tick Venue:

Regus Business Centre Luton **7th September 2006**

Delegate Name

Delegate Name

Delegate Name

(Send three delegates and the fourth goes FREE)

Contact Name

Position

Tele No.

Fax No.

Email

Invoicing Details

Company Name

Address

.....

TownPost Code.....

Purchase Order No. Signature

Please Contact me regarding the following:

In-house Training

Consultancy

Sales Audit

Please note that on all public workshops payment is required by the morning of the course. We will fax or email your joining instructions and your invoice seven days prior to the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.