



Training Topics for Selling Skills:

Identifying Prospective clients

- Conducting research on the industry and organization
- Product knowledge
- Customer Segmentation, Where to reach your customers
- Lead Generation
- Planning the Sales Interview

Preparing for Sales Calls

- Telephone prospecting
- Preparing a checklist of information to be procured before the sales call
- Understanding the client organisation's profile
- Understanding the potential needs of the client and the industry that they work in

Introduction:

- Verbal introduction of self and the company
- Positive non-verbal communication that makes an impact
- Presenting oneself with poise and confidence
 - Body Language and how to use it to your advantage
 - Importance of Verbal – Visual Congruence during the introductions

Needs Identification:

- Understanding the needs and wants of the customer
- Listening
- Using probing to understand the core needs of the customer
- Using the funneling technique

Presentation:

- Structuring information in a way that gets the customer's attention
- Selling techniques:
 - Consultative Selling



Handling Objections:

- Team Brainstorming: common objections faced
- How to handle them
- Dealing with different kinds of customers
 - Role play simulations with different customer types
 - Talkative customers
 - Customers who are not interested
 - Customers who are pressed for time

Closing:

- Identifying buying signals
- Closing with confidence
- Techniques of Negotiation
- Skills of Negotiation

Professionalism:

- Greeting customers
- Using appropriate non-verbal communication
- Presenting oneself with impact
- Using appropriate words that convey respect and enthusiasm

Managing Customer Expectations:

- Creating a 'Culture of Commitment'
- Handling 'Moments of Truth' in the customer interaction process
- Understanding customer needs and customer expectations
- Managing customer expectations
- Managing the perception of customers



Training Hours:

The duration of the training program will be 16 hours (2 days)

Training Methodology:

- PowerPoint Presentation
- Role Plays
- Games and Group Activities
- Movie and audio clips

Resources Required:

- Momentum Training Solutions will conduct the training
- Maximum number of participants to the workshop will be 20
- The training will be conducted at a venue organized by client
- The following will be provided by client:
 - Handouts will be printed/photocopied
 - The LCD projector & Audio speakers