

Seminar Schematic

for

Basic Selling Skills S100/1

by



Redbeech Limited
Beechcroft, Shepherd's Lane, Bicton Shrewsbury SY3 8BT
Tel: 0870 114 9292 . Fax: 0870 114 9180 .

E-Mail: RB_Sales@Redbeech.co.uk

Seminar Aims

This seminar is designed to:

- Help delegates understand the importance of sales and the selling role within a business.
- Help delegates recognise both the visible and invisible processes used within the sales environment.
- Help delegates to develop confidence in their ability to generate and 'win' sales agreements.

Seminar Objectives

By the end of this seminar, using any support materials available, delegates will be able to:

- Define the role of a sales person and the selling processes typically found within a business organisation.
- Describe a strategy for prospecting and qualification of sales leads.
- Apply sales focused listening and questioning techniques to qualify and win business.
- Apply an open technique to deal with customer objections.
- Apply a number of methods for closing business.

Target Audience

- Individuals with no experience of selling, new to a sales role.
- Individuals who require a formalised understanding of their existing sales knowledge to accelerate their success.
- New Sales teams with a need to establish a common understanding of selling techniques and methods.

Pre-requisites

None

Duration

1 - 2 days depending on delegate abilities and client specific requirements.

Number of participants

A maximum of 10 and a minimum of 4 per seminar event.

Seminar Outline

This seminar provides delegates with the basic skills required by all salespeople and provides a framework upon which to develop personal action for successful selling. The seminar build a sales library of sales language to assist delegates understand the processes involved in selling. The seminar consists of a mix of theory and practice designed to help participants grow in confidence and application of newly learned skills.

Timetable

The seminar is designed to run on a normal work day basis, ie 8 hours from 09:00am.