

Seminar Schematic

for



Sales Skills for Professionals S100-C-1

by



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Seminar Aims

This seminar is designed to:

- Give delegates an understanding of the importance of sales and the selling role within a business.
- Help delegates recognise both the visible and invisible processes used when selling.
- Provide delegates with the confidence 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 qualifying sales leads.
- Apply sales focused listening and questioning techniques to qualify and win business.
- Use an open method to deal with customer objections.
- Use a number of methods for closing sales.

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 day

Number of participants

A maximum of 12 and a minimum of 4 per seminar event.

Seminar Outline

This seminar provides delegates with the key skills required by all salespeople and provides a framework upon which to develop personal action for successful selling. The seminar build a 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.