



SALES PROFESSIONAL MASTER CLASS

DURATION

3 Days

OVERVIEW

Selling is truly said to be "the hardest high pay job, or the easiest low pay one". It all depends on the way each salesperson approaches the profession. New salespeople have to learn the job by trial and error, while older counterpart may develop bad selling habits along the way. With tougher, more educated customers and buyers, the job of the salesperson is harder than ever. Successful companies and organizations are under the crunch of economic challenges and the competition is fierce from less successful companies that are willing to do anything to stay in business. Price wars, under the table concessions, dirty tricks are just names to what is happening in the market. At this point, the need for professional salespeople is felt by companies. This program is designed to reinforce the good selling habits and tackle the bad ones; this program can lift the participants out of their comfort zones into the stratosphere of excellence.

A subsidiary of:



www.Bbusinesss.com

TollFree
+971800 **Bb World**
2296753

**SALES & MARKETING
PROGRAMS**

KEY MODULES

- What is Professional Selling all?
 - The advantages and disadvantages of selling as a profession?
 - Negative impressions about sales people.
 - Personal Selling in the digital age
- The Ideal Salesperson
 - Key skills and competencies
 - The winning mental attitude
- Evaluate your Selling Skills
- The Psychological Basis of Buying and Selling
 - Identifying the buying motives and customers' needs
 - Why people buy? How?
 - Different kinds of customers and the types of salespeople.
 - Dealing with different personalities.
 - Communicating to influence and persuade.
 - Active listening
 - The use of SMART questions
 - Can you read and speak the Body Language?
 - Simple NLP tricks and tips
- The Buying Cycle
- Marketing and Selling- Do They Really Differ
 - The salesperson and marketing concepts
 - Identifying the prevailing consumer behaviors
- The Sales Process
- Prospecting and Generating Leads
 - Where to find "new" customers?
 - Turning leads into prospects- MAD Model
- Planning for Successful Sales Calls
 - Benefits of good planning
 - Planning elements
 - Understanding the buying procedures in organizations- governmental and non-governmental
 - Securing meetings with key decision makers
- The Approach
 - Making good first impressions
 - Building rapport
 - Selecting the best way to approach the prospects.
- The Sales Presentation
 - Selling on features
 - The FAB sales presentation
 - How to present the Service/ product?
 - Does selling services differ from selling tangible products?
 - The SELL model
 - Trial close

- The Art of Handling Sales Resistance/ Objections
 - Do we have to welcome objections?
 - Why people object?
 - The main groups of objections
 - Meeting the objections beforehand
 - Pricing objections- Special case
 - The 5- questions to reach the root cause of the objection
- Closing and Securing Commitment
 - Why we need to close always?
 - Reading the buying signals
 - Why salespeople don't close
 - How to close successfully?
 - What to do in case of success?
 - What to do in case of failing to secure commitment.
- Up selling and Cross Selling
- Building the Long Term Relationship
- Follow-up and Customer Service Principles

LEARNING OUTCOMES

- Understand the concepts of professional selling
- Know how to find out customers' needs and offer the best solutions
- Learn how to develop stronger relationships
- Develop the key merchandising skills of shelf space management and promotions
- Make optimal use of time and territory management
- Build mutually beneficial partnerships with clients
- Identify needs and wants and differentiate between them
- Enhance their questioning and listening skills
- Overcome objections and excuses
- Make that positive first impression
- Learn effective after-sales techniques

LEARNING OUTCOMES

- Execute the early shaping Opportunity Identification & Qualification Phase of pipeline development
- Understand why clients “buy” when making sourcing decisions
- Identify the difference between goal and purpose-driven business development.
- Develop interpersonal and Intrapersonal skills to understand yourself and your clients
- Develop the key merchandising skills of shelf space management and promotions
- Make optimal use of time and territory management
- Build mutually beneficial partnerships with clients
- Overcome objections and excuses
- Possess competencies necessary to become a Business Development Professional

A subsidiary of:



www.Bbusinesss.com

TollFree
+971800 **Bb World**
2296753