

Hands-on course , 2
day(s)
Ref : FOV

Participants

New sales people or anyone involved in customer contact or customer services , all professionals who have to present an argument to customers.

Pre-requisites

None.

Next sessions

Essential Selling skills

OBJECTIVES

This stimulating training course has been designed to provide you with the essential techniques to understand the sales process. By the end of this stage, participants will be able to integrate basic elements in their sales approach for mutual success.

1) Defining the sales process

2) Introduction : first contact

3) Discovering your customer's needs

4) Convincing customers with a winning argument

1) Defining the sales process

- Two different negotiation approaches : BtoB, BtoC
- Preparing the sales meeting
- To understand commercial process and the skills required
- Creating trust and encouraging the customer to listen.
- Introduction to Sales steps

2) Introduction : first contact

- Making a positive first impression
- Building a climate of trust
- Reinforcing your personal impact during the first meeting
- Using techniques to assert your charisma
- Reinforcing your power of persuasion using non verbal communication

Exercise

Non-verbal exercises and tips for making a positive first impression

3) Discovering your customer's needs

- Identifying the factors involved in your customer's act of buying
- Enhance your questioning and listening skills
- Adopting a listening-based approach
- Mastering the power of questioning and asking the right questions
- Understanding and integrating buyer's needs
- Rephrasing your customer's needs

Exercise

Listing useful questions to ask and Role-play to discover customer's needs.

4) Convincing customers with a winning argument

- Managing a customer value offer
- Convince customers with well-structured arguments
- The art of persuading through listening
- Creating an offer adapted to buyers using the SPICES method
- All about presenting your offer with the FAB approach
- Present your arguments clearly and convincingly

Jeu de rôle

Build your sales argument through the SPICES method- Role play.