

Steps to Success – Professional Sales Skills

Course length: 8 hours

Course Code: 100733BT002

Benefits for the Learner

The most successful salespeople know how customers can be “helped to buy”! Whether you work in a business-to-business or business to consumer selling role, this course will help you to develop a much deeper understanding of how, when and why your customers buy.

It gives you a step-by-step guide through the entire selling process. It’s packed with practical tips and techniques to help you plan and prepare to sell, win more business through improved communication, deal with customer objections and close the sale effectively.

Benefits for the Business

The cost of your sales team is likely to be one of your biggest business overheads – so it’s vital that they have the skills in place to make the most of every selling opportunity.

This course takes a fresh look at the entire sales process from the customers’ perspective and delivers new tips and techniques to help turn “the one that got away” into a “done deal”! And because the course allows the learner to select the selling environment most relevant to your organization – business-to-business or business to consumer sales – you can be sure that it delivers the precise skills your team needs to be successful in today’s highly competitive marketplace.

What You Get From This Course

Having completed this CD-ROM based course, you will be able to:

- Identify the individual stages of the selling process
- Plan and prepare for a successful sale
- Improve the way you communicate with customers
- Identify your customers’ needs
- Complete the sale and care for your customer after the sale

What Does the Course Cover?

- Helping people to buy
- Prepare and plan
- Skills to develop
- Building the sale
- Completing the sale
- After the sale

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 8 hours to complete.