SELLING SKILLS FOR SALESPEOPLE

Selling skills are critical in organizations that rely on ongoing buying from customers. The ability to build relationships with customers, persuade them to make purchases, and generate repeat business is at the heart of selling through salespeople.

We believe that no matter your background, education, or experience, learning the art and the science of selling can be measured with the right approach and technique.

Course Objective

Upon the completion of this two-day training, participants are expected to:

- ☑ Know your personal qualities
- ☑ Have identified ways to improve communication in your workplace
- ☑ Engage in empathetic listening
- ☑ Know techniques for dealing with challenging customers
- ☑ Know techniques for solving customer problems
- ☑ Know general skills every salesperson should have
- ☑ Know techniques for handling objections
- ☑ Know how to use an effective selling process
- ☑ Know techniques for closing sales
- ☑ Define what it means to take ownership
- ☑ Have a personal plan for implementing your new skills back at work.

Who Should Attend?

Managers, supervisors, and anyone who has been working related to the sales and marketing field or who has been in the role for a while but has not had formal training.

Course Outline

Module 1: Introduction To Selling

Module 2: Understanding Your Product/Service

Module 3: Building Rapport And Relationships

Module 4: Prospecting And Lead Generation

Module 5: Sales Presentation Skills

Module 6: Handling Objections And Negotiation

Module 7: Closing Techniques

Module 8: Follow-Up And Relationship Management

Course Structure

The certificate course in Selling Skills for Salespeople takes approximately 16 hours OR is offered 2 days. The course is by Mr. Vong Bunvisal. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.