Effective Selling Skills

Introduction

One way the company can improve sales revenues is by improving the selling skills of its salespeople and by tracking, reinforcing, and measuring results. A salesperson can create revenue by offering customers greater options. He and she can build customer loyalty by better matching customer needs to products and by resolving difficult situations to the customer's satisfaction.

Similar to many other occupations, sales is undergoing some significant shift. Salespeople require a different set of skills in order to thrive in this setting.

Each salesperson approaches a sales call in a unique way. Individual methods are crucial because they enable you to connect with customers on a human level. The essential selling skills that any salesperson should possess, as demonstrated by studies to be those skills that all sales representatives share.

As such and as represented by this programme, an effective salesperson needs a wide variety of skills and competencies in order to be successful in an increasingly competitive marketplace.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Identify the underlying needs of our customers.
- Deliver customer-focused solution with product benefits effectively.
- Close sales by overcoming objections professionally.
- Strengthen the essential selling skills of the sales force.
- Handle difficult situations objectively.

Duration

3 Days

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Target Participants

Sales, Customer Service, and Marketing Executives