

[Advanced Sales Skills]

Students will learn how to build relationships with clients, help clients envision their needs, negotiate to meet the identified needs, study the market and analyse competitors.

[Entrance Requirements]

Sales Skills: Basic or equivalent knowledge.

[Training]

This is a one day course.

[Course Outline]

Unit 1: Gaining customer commitment

Topic A: Building relationships

Topic B: Demonstrating the need

Topic C: Satisfying the need

Unit 2: Studying the market

Topic A: Sales strategies

Topic B: Analysing markets and competitors

Topic C: Researching clients

Unit 3: Developing a winning strategy

Topic A: Consulting with clients

Topic B: Developing solutions

Unit 4: Effectively closing a sale

Topic A: Demonstrating the benefits

Topic B: Confirming commitment

Topic C: Closing the sale and following up