

# **Sales Skills Training Course Description**

## **Why People Buy?**

- What are sales myths?
- What attitudes work best to make the most conversations?
- What is the relationship between sales and marketing?
- What makes people accept a salesperson's offer?

## **What Framework Should You Follow When Selling?**

- What are the historical approaches to selling?
- What steps should you follow explicitly to get results?
- How to close a deal with ease?

## **What Strategies Should You Follow?**

- How to overcome objections?
- How to produce a convincing presentation?
- How to prepare for a sales activity and what should you pay attention to before attending a sales meeting to increase your chances of success?
- How to be an ethical salesperson?
- What are the historical sales strategies and how have they progressed through time?

## **What is The Best Way to Structure Your Sales Pitch?**

- What formula works best?
- How to create a loyal customer by delivering a pitch directly targeted at them?
- How to respond to a customer's needs?

## **How to Use Modern Approaches of Selling?**

- What are the best strategies to use in business-to-business sales activities?
- How to establish rapport and gain the trust of the customer?
- What are the differences between modern and traditional sales techniques and how can you take advantage of these new trends?
- How does a successful salesperson cope with changes in modern trading?

## **How to Present Yourself Optimally Using Psychology?**

- How does first impression work and how to take advantage of it?
- How to read the body language of a customer and use your own body language to emphasize key points?
- How to improve your listening skills?
- How to appear more confident?

**By the end of this course, participants will be able to:**

- Sell using a **structured framework** and have the **right mentality** to maximize your conversion
- Take advantage of modern sales techniques by **understanding the difference between the traditional and modern methods**
- Focus on the **customer's needs** and pitch your sale from the most efficient angle to get maximum results
- **Phrase your sentences** efficiently when selling a product or an idea
- Sell by focusing on the customer using **effective modern selling frameworks**
- Use the **power of the brain** to optimize your sales activities
- Read and use **body language** effectively to enhance your communication skills