

# Sales Essentials

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## Duration: One Day

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**Course Objective:** to introduce participants to the essential techniques and structures involved in sales. Practical exercises are used to ensure that participants can employ their newly learnt skills immediately and to develop their levels of confidence. This course provides the bedrock for all successful selling roles.

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

- Understand the motivations behind why people buy
  - Apply an indispensable sales structure
  - Recognise the importance of questioning techniques
  - Effectively link features, advantages and benefits
  - Handle objections successfully
  - Identify when and how to close
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- **What is involved in sales and selling?**

The objective of this session is to help the group understand the complexity of sales and some of the characteristics they will need to develop in order to sell effectively. Group discussion helps the participants to engage with the subject and start to understand what will be required from them to produce outstanding results. The discussion creates a check list for effective selling which can be referred to throughout the course and beyond as a way of helping the participants “self develop”.

- **Understanding the motivations behind why people buy**

This session enables the group to develop an understanding of what lies behind buying. By recognising which type of buyer one is selling to the sales person can develop a far more relevant and effective sales pitch. We discuss buying motivations, buying types and “thinking” types. This starts to encourage sales people to see things from the buyer’s point of view which in turn helps to develop a more consultative sales approach.

- **Getting through to the decision maker – the start of the sale**

Amidst all the techniques and theories involved with sales, some basic communication skills cannot be overlooked. Getting through to the decision maker is one of those areas. We discuss positive, sensible approaches to enable a sales person to ‘get through’ (whether by phone or in person) and make a positive impression, thereby getting the sales opportunity off to a good start.

- **Why a sales structure is used – group discussion**

This group discussion focuses the participants on the subject of structure. We discuss how a structure is invaluable to a sales person in order to maintain control and underpin the whole sales process. We agree the key components of an effective sales structure and start to discuss exactly what you are trying to achieve at each stage of the structure.

- **Effective questioning techniques – understanding their importance**

This is a crucial part of the sales structure and a key skill to develop. Time is spent discussing what you are looking to achieve when questioning, how to question effectively and the techniques and manner needed to do so. We discuss subjects and areas to question in order to create interest and how to develop a conversation rather than an interrogation. Role-play and practical exercises will be used here to help the participants gain the necessary confidence.

- **Establishing the needs of the client**

Building on the basic questioning skills, we spend time developing additional techniques required to develop a full understanding of the client's needs. An effective sales person must establish and develop needs and not simply uncover information: this is vital to give themselves something to sell against. Again, practical exercises will be utilised to help to build up the new skills.

- **Learning to use features, advantages and benefits**

Having learnt the key skill of questioning, the participants now focus on the skills needed to build a strong sales message. Understanding the use of features, advantages and benefits is crucial to this. Too often this is misunderstood and as a result a sales person lacks relevance when selling which means that they lack impact.

- **Developing a strong “sales message”**

The participants learn how to match their product with the needs of the client. We discuss how to structure a sales pitch, how to create impact through your manner and personality and how to ensure that the client sees exactly how the product or service will help them. Once again practical examples and exercises help this process where it is vital that the participants gain confidence rapidly.

- **Maintaining relevance whilst selling your product**

Participants are reminded of how they need to see the sale from the buyer's point of view; and keeping the buyer's 'type' in mind, mould the 'shape' of what they are selling to fit the shape of the buyer's needs.

- **Closing techniques – how to close, when to close**

Having discussed and worked on the previous elements of the sales structure, we now move on to discuss closing skills. We work on a series of practical closing techniques and discuss how they fit into the structure itself. We discuss why sales people sometimes have problems closing and work on how to develop a purposeful and positive approach when closing.

- **Learning to reduce objections**

Rather than being an objection handler, we work on helping the participants to reduce objections at source (i.e. treating the cause, not the symptoms). We do this by focusing on the skills needed to sell effectively and thereby reduce the likelihood of objections arising. We discuss the likeliest sources of objections and help the participants to recognise where problems could emerge from.

- **Tactics for handling “classic” objections**

Nonetheless, we do spend some time analysing the most popular objections ensuring the participants are comfortable when confronted by them and helping them to recognise how to reduce their likelihood. Again the emphasis is on how to 'out-sell' objections rather than argue with them!

**'I came with an open mind and my view of sales has positively changed. Impressed by format, size of class and trainer.'**

**'It exceeded my expectations and I found it very personal. Nickola made me feel involved without making me uncomfortable.'**

**'Very impressed with the course, professional & helpful.'**

**'It exceeded my expectations. Nickola was excellent and loved how she involved everyone the same. I would recommend to colleagues & friends.'**

**'I learnt a great deal about sales, both from the customer's point of view and the sales person's.'**

**'This course met & exceeded my expectations as I've been on sales courses before with other companies which were poor, dated & clichéd - this was not! Rachel's clear & cohesive style gave me confidence in her & what she said.'**

**'Most enjoyable two days. Informative, interesting & pushed us all.'**

**'It was well planned & communication was good before the course. Lawrence offered a lot of useful information from his previous experience.'**

**'This course was a lot more fun & interesting than expected. I feel 10 x more competent already & most importantly – excited!'**

**'I found the course very informative & enjoyable. It was accessible to me as someone with no sales experience. I now feel confident in Sales.'**

**'A real eye opener. It helped me gain a structure to go by in everyday dealing with people & gave me the knowledge of how to deal with situations. Lawrence was a fantastic teacher, he explained in detail to individual needs.'**

**'The course was motivating, highly useful & educational. Rachel had an intensive knowledge of sales, energetic, positive as well as challenging.'**

**'Since finishing the course yesterday, and returning to work today, I have already seen a significant improvement in my sales ability. This morning I productively acquired a booking after using the sales skills taught on your course. Following this, thanks to Rachel's fantastic teaching of a sales structured conversation, this afternoon I have successfully booked a meeting with an agency I have been trying to approach since last October.'**

**I cannot thank you enough for the confidence and knowledge you have shared with me over the two days I have spent with you. Both Rachel and Jill (the lady shadowing Rachel) have been beyond helpful and provided me with excellent motivational pointers and forward-thinking actions to progress effectively in the world of sales.'**