

POSITIVE SELLING

Training course offered by VETTA Communication (Pty) Ltd



OBJECTIVES

Sales and customer service is every staff member's responsibility and is not a choice – it ensures that the company stays competitive and profitable. This practical workshop aims to empower all sales people to have a clear understanding of the essence of sales; how to read buying signals and proactively meet customer demands and expectations. It further explores the life skill of sales and the importance of positive communication through managing objections and confrontation, criticism and rejection.

COURSE CONTENT

The role of the sales person

The sales process

- Prospecting & preparation

Understanding the concept of selling?

- The selling equation
- Partnering
- leverage

Managing first impressions

- Body language
- Influencing the buying decision

Traits and trust

Communication skills in sales

- The telephone; A bridge not a barrier
- Communicating positively
- Questioning skills
- Listening skills

Understanding customer demands and expectations

Selling features and benefits through purpose, value and passion

Recognising buying signals, handling objections positively and closing the sale

Sales documentation

- Email etiquette
- Quote presentation

Ensuring return/repeat business through feedback and follow-up

Post mortem

- Effects of losing a sale

All sales staff,
team leaders,
supervisors and
managers

COURSE DETAILS

Duration: 1 day

Date: 2011

Time: 08h30 - 16h30

Cost: R1766 p.person excl. 14% VAT

Included: Lunch, refreshments, facilitation, training manual, E-certificate, personalised feedback and unlimited post training support.

Venue:

This workshop can also be presented at your premises

Book on line www.vetta.co.za or contact 086 111 VETTA (83882) Email: info@vetta.co.za



VETTA Communication (Pty) Ltd.
Cape Town • Johannesburg • Durban

"Passion colours everything it touches"

