

PROFESSIONAL SELLING

How many times have you been in the position of being told you're about to get the order, only to be told at the last minute, that it went out of your contacts hands, and the business has gone to someone else?

This course is about preventing that happening by keeping pace with more sophisticated buying patterns, and have a successful sales strategy for even the most complex sales negotiations.

AIM - Professional Selling , is about making sure that your sales team can effectively pursue and win the highly prized clients that you really want!

OBJECTIVES.

Delegates will be able to:

- Understand the roles played by multiple decision makers in the buying process.
- Keep close to all the buying influencers
- Managing each stage of the bidding process to pull the sale closer to you
- Communicate at a higher level through effective use and understanding of verbal & non- verbal communication at all levels of the sale.
- Consistently out-manoeuvre your competition
- Manage the sales to make sure that all influencers are happy
- , Focus on the clients that give you the best business

WHO SHOULD ATTEND .

Anyone involved in the sales process that can demonstrate face to face or telephones sales experience and have a willingness and determination to achieve consistently outstanding performance.

COURSE TOPICS.

- Maintaining a peak selling state
- Selling to multiple decision makers.
- Psychology of organisational buyers - how to win them over
- Non--verbal communication.
- Strategies for peak performance.
- Synergy of the team player.

If you've ever lost a large order and wondered how on earth the other sales person got the business - it's likely that there using this system! Avoid it happening again - call now!

www.infinite-possibilities.co.uk T: 0870 444 3227



©2005 Infinite-Possibilities Ltd