

Professional Selling Skills®

Program description

Professional Selling Skills® reflects the skills used by world-class sales professionals to help customers succeed, including understanding customer needs and consistently developing solutions that deliver results. A research-based program, Professional Selling Skills® teaches customer interaction skills that enable participants to lead mutually beneficial sales conversations with customers—even those who are indifferent or express concerns.

Learning objectives

- Start sales calls in a positive, customer-focused manner.
- Ensure time spent on a sales call is beneficial to the salesperson and the customer.
- Promote an open exchange of information throughout the sales process.
- Ask effective questions that develop a clear, complete, mutual understanding of customer needs.
- Talk about products and services in a way that is meaningful and compelling to customers.
- Create awareness of needs with a customer who is satisfied with his or her current situation.
- Respond to customer concerns openly and effectively.
- Close sales calls with mutually beneficial commitments that are appropriate and clear, and that move the sale and the customer relationship forward.

Modality

 **2 days**

 **2 days**

 **3.5 hours**

Languages

 American English, Arabic, Chinese (Simplified), Dutch, French, German, Polish, Portuguese (Brazilian), Spanish (LATAM), Swedish, Turkish

 American English, Spanish (LATAM)

 American English

- **Audience:** New or experienced sales professionals, sales managers, marketing and support staff
- **Reinforcement Mobile Application**

 **Train the Trainer certification: 3 Days**

Skills

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| ▪ Builds rapport | ▪ Pre-call preparation |
| ▪ Closes effectively | ▪ Questions strategically |
| ▪ Customer-focused approach | ▪ Understands buying influencer needs |
| ▪ Diagnoses needs with questions | ▪ Understands customer needs |
| ▪ Effectively presents solutions | |
| ▪ Initiates compelling sales conversations | |
| ▪ Manages buyer indifference | |
| ▪ Manages resistance | |