

“Sales - sales techniques”

Course description:

Sales training includes such topics as: customer identification, the first contact, needs analysis, presentation of the offer, negotiations, chosen techniques of transaction finalization, how to build and maintain friendly relations with customers. The sales training participants have the opportunity to practice various types of behaviors and ways of acting on the bases on their knowledge.

Training program:

1. The sales process

How to start to sell: how to attract the customer's attention

5 steps in selling process

Marketing Presentation: individual and group (what are the aspects we should convince the customer to?)

How to increase sales without increasing your customer base?

How to get the customer references?

Effective argumentation and persuasion elements

Clarity of expression and structure

Practice: conversation according to the scheme: feature, advantage, benefit

How to close the marketing talk:

- resolving customer doubts

- overcoming negative attitudes and stereotypes

- techniques to help make decisions

- showing respect and interest in the customer, even if the information does not fully meet the customer expectations

- various ways of closing the transaction

- procedure for maintaining the contact

- how to avoid selling mistakes?

2. Customer different personalities – different customers

Defining candidate profile for customer

How to talk to clients at different ages?

How to talk to women and how to men?

The customers needs: how to recognize them - even when the customers don't tell about them

Rational and emotional reasons for making decisions

What to do to keep a customer? - Convincing the customer to a long-term cooperation

Why do the customers go away

Responding to difficult situations:

- claiming customer

- rude, arrogant customer

- indecisive customer

customer who swaggers
resentful, bitter customer
pretentious customer
customer who provokes
customer who humbles

What increases and what decreases emotions?

3. **Merchant enthusiasm and commitment**

The belief in the product, the belief in the company
"Sell" yourself: verbal and nonverbal communication principles
Positive attitude towards sale - why is it so important?
How to arouse the customer's desire to have the product?
How to show an advantage of your offer over others?
When you don't stand out, you need to have low prices
Why the price doesn't matter?
Principles of effective listening
How to be recognizable in the market

Methodology:

During the training we use the following training methods:

- mini lectures - Power Point presentations
- team games and group practice
- open discussion
- role plays
- video recording and analysis of the given material
- mini training films

Organizational information:

Number of training hours: 12 hours / 2days

Time of training 9:15-15:15

Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings