

## ***“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