

Sales & Customer Care Effectiveness	
<b>Session Code</b>	<b>SC01</b>
<b>Session Title</b>	<b>Selling &amp; Persuasion</b>
<b>Topics Covered</b>	<b>How to use solution and consultative selling techniques</b>
<b>Delivery</b>	<b>Half Day (4 Hours) - tutor led f2f or online sessions</b>
<b>Minimum - Maximum Number of Delegates</b>	<b>1-10</b>
<b>Who will benefit?</b>	<b>Employees at all levels</b>

<p><b>Content</b></p> <ul style="list-style-type: none"> <li>▪ Key skills necessary to succeed in high-difficulty sales</li> <li>▪ The salesperson's personal power throughout the selling process</li> <li>▪ Team Selling: The roles of the manager, salesperson and technical</li> <li>▪ Strategically align selling behaviour to the buyer's psychological buying phases</li> <li>▪ How to gain access to and establish credibility with decision makers</li> <li>▪ How to create anxiety aligned with your product capabilities in a prospect's mind</li> </ul>	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>▪ Increased sales and commercial productivity</li> <li>▪ Greater enjoyment in selling</li> <li>▪ Conquering new markets</li> <li>▪ Tailor sales approaches to changing conditions and circumstances</li> <li>▪ Increased personal effectiveness in relation to other company departments</li> <li>▪ Better use of prospect and client portfolios</li> <li>▪ Proposing creative solutions that respond fully to client needs</li> </ul>
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