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Professional Selling Techniques Level 1 Training Seminar

Who Should Attend:

The target audience for this training seminar is salespeople, sales support, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

Objectives:

At the end of this training seminar participants will be able to:

- Determine the skills and behaviors of an exceptional sales person
- Understand and describe different types of selling models
- Identify the components of the sales framework
- Understand the 'ART' of prospecting and be able to conduct a complete sales call
- Learn how to use a customer-centered selling approach to provide value
- Craft your own effective closing technique to earn the business
- Design and complete a formula to achieve sales goals
- Monitor and carefully manage customer relationships on an ongoing basis

Content:

- Productivity improvement techniques
- Fundamental aspects of sales functions compared with the rest of an organization's functions/ departments
- Characteristics features of various selling models, structures and types
- Behaviors, characteristics and skills of a successful salesperson
- Setting goals (performance indicators) based on your sales quota and plan
- Reviewing the sales territory and conducting account research
- Using your calendar plan to achieve sales goals and build a sales pipeline
- Generating the best leads - Identifying resources to help with this.
- Objections: Strategies to respond to these
- "Earn the Business" strategy
- "Deliver the Business" strategy
- "Manage the Relationship" strategy
- Customer Information database or files (using the latest technology available)
- Maintain communication links with a customer