



University  
College of the Caribbean

Corporate Education

& Management Services Solutions

17 Worthington Avenue, Kingston 5

Tel# 935-0997 / 0977 / 0999 Fax # 929-8044

Email: [executiveed@ucc.edu.jm](mailto:executiveed@ucc.edu.jm)

## Professional Selling Techniques Level 2 Training Seminar

### **Who Should Attend:**

The target audience for this training seminar is sales professionals with a minimum of one year of sales experience, veterans who want to refresh their skills and managers who want to learn professional sales training techniques to train salespeople.

### **Objectives:**

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

- Become better equipped to design presentations that carefully addresses your client's need
- Learn how to craft a serious sales plan to achieve your sales targets
- Understand how to influence the right buyers and how to close a sale with ease
- Develop a mantra and a master plan to effectively coordinate the sales process
- Quickly win the confidence and trust of prospects by carefully researching customers' needs
- Use effective interviewing techniques to successfully sell and close
- Discover how to face and embrace customer resistance and overcome objections
- Offer solutions that will build long-term sales relationships and repeat sales

### **Content:**

- Planning: using competitive analysis to gain more business
- Matching your sales approach to the personality style of your customer
- Becoming a problem solver: supplier-based selling vs. selling a solution
- Developing new business while maintaining existing accounts
- Managing key-accounts and key-prospect relationships