

COURSE OUTLINE

PROFESSIONAL SELLING SKILLS

(2 DAYS)

INTRODUCTION

Businesses are profit-making units and what drives these units is the process of selling. All efforts in an organization are ultimately directed towards incurring targeted sales. The orientation in the market has shifted from product concept to marketing concept.

Earlier selling was all about finding the best fit of customers for your product but now the priority is to find the best fit of products for your customer. Customer's need satisfaction has become paramount for businesses to succeed.

This has generated the need to have a dedicated sales staff in every organization. A company no longer needs just a salesperson but need of the hour is a professional seller who will not only sell the products but will rather create value for the customer, manage the relationship and gather information necessary for the organization. Professional seller is your one-stop solution for all sale-related challenges.

Why Professional Selling Skills?

The following could be some of the burning questions faced by your salespeople:

- How to convert prospects into buyers?
- How to create a satisfied customer relationship?
- What selling strategies are best applicable in what scenario?
- How to generate leads?
- What are the common ethical issues faced by sellers and how to tackle them?

These obstacles are best overcome by acquiring professional selling skills. For an organization to have a long haul it becomes crucial to transcend sellers into professional sellers.

The professional selling skills training course recognizes that professional selling has become an integral part of marketing for any organization and is infeasible to ignore. With this mandate, the course aims at **converting amateur sellers into professional sellers** that would become an added asset for the company.

The course provides insights into bestselling strategies and practices. It becomes a must to attend for any salesperson looking to stand out in their field.

TARGET AUDIENCE

Salesperson who are serious to change their outlook from order taker to professional salesperson.

OBJECTIVES

- Develop skills related to face-to-face interaction with prospects and buyers for successful selling
- Developing skills leading to lead generation and collecting information crucial for the organization
- Understand various methods of selling and selling strategies
- Inculcating skills of prospecting and negotiation
- Understand the necessity of follow-up to maintain long term relationship with customers

ORGANIZATION BENEFIT

- Developing a marketing intelligence system with necessary information gathered
- Ensuring proper integrated marketing communications management
- Enhanced sales and after-sales services
- Increased market share
- Increased possibility of standing out against the competition
- Better image creation in the market
- Better opportunity for repeat sales
- Gathering better techniques of sales promotion

PERSONAL BENEFIT

- Being better equipped in the function of selling
- Being adept at providing product information and demonstrations
- Timely achieving target sales
- Understanding the importance of planning before making a sale
- Coordinating efforts with members of other departments across the organization
- Study of statistical data for better analysis of customer base and past sales

METHODOLOGY

- Interactive lectures
 - Group Presentations & Discussions
 - Management games
 - Role-playing
 - Case studies
-

OUTLINE

MODULE 1: OVERVIEW OF COURSE

- Introduction of Trainer
- Icebreaker
- Course Objective
- O.P.R.A.H. Guidelines

MODULE 2: MARKETING FUNDAMENTALS

- Meaning of marketing
- Selling vs. Marketing
- Concepts of marketing: product concept, selling concept, marketing concept, holistic marketing concept, social marketing concept
- Overview of marketing management and its significance in an organization

MODULE 3: PROFESSIONAL SELLING

- Role of a professional salesperson
- Order taker vs Professional Salesperson
- Importance of gathering value
- Types of selling strategies
- Personal selling
- Sales cycle, generating leads
- Conducting sales calls
- Improving conversion ratios
- Lead scoring

MODULE 4: UNDERSTANDING THE CUSTOMER'S PERSPECTIVE

- Types of sales relationships: Transactional, functional
- Types of customers
- Ethical challenges faced by a salesperson
- Understanding the cultural traits of the customer
- Buying decision- five stages model
- Decision heuristics

MODULE 5: CONDUCTING MARKET RESEARCH

- Analysing the market environment
- Why is marketing research important?
- Process of market research, setting up a research plan
- Types of research: Focus groups, surveys
- Utilising marketing intelligence system

MODULE 6: SALES NEGOTIATIONS

- Principles of Negotiation
 - Types of Negotiations
 - Common Outcomes
 - Steps in Negotiation
-

MODULE 7: OBJECTION HANDLING, CLOSING SALES & FOLLOW-UP

- Understand objections from the customers
- Handling objections
- Understanding signals
- Closing sale and implementing transaction
- Follow-up

MODULE 8: MANAGING INTERACTIONS WITH CUSTOMERS

- Interaction Plan Format
- Communication implementation plan
- Post Interaction Repository

MODULE 9: ACTION PLANNING

- Course Summary
 - Action Plan: Start-Stop-Continue
 - Participant sharing of action plan
 - Course Evaluation
-