

Tell! Don't Sell!

1 Day Selling Skills Workshop

“Doing it the RIGHT way!”

Course Description

Basic concerns of most leaders/organization:

- Declining sales
- Reasons of declining sales
- Techniques to improve Sales
- Effective Sales and Marketing
- Do you have the desire to boost your Sales?

At Global Education Village, we understand that Sales & Marketing Department is the MOST important chain in any organization. If it's not strong, repercussions will be high. We also stand firm that Lesser Sales doesn't equate to Lesser Cost!

Achieving sales target and enjoying profit is the common goal for most organizations and the challenge is that there aren't any written rules to achieve set targets. It really boils down to the motivation to achieve targets and possessing the right attitude coupled with the right support and tools.

NOTE: The course outline can be customized further according to your needs/requirements.

Course Objectives

Upon completion of this sales training program, the participants should be able to:

- Understand and practice the concept & techniques of sales
- Understand the importance of enhancing sales and its impact to the organization
- Understand individual set goals and target and take efforts towards achieving it
- Possess the right attitude and fire to do better
- Grasp the proper Language usage
- Be motivated and Stay Motivated

Target Audience

Sales Managers, Sales Consultant, Education Consultant, Marketing Personnel, Insurance Agents, Salesman & individuals with passion to grow and improve.

SIEGER TRAINING CONSULTANTS (P) LIMITED

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Course Content

1. Understanding Goals and Target Set

- Insight of the Company's Goals and Target Set
- Impact to individual team members and the department

2. Discover individual strength, capabilities and qualities

- Matching **SWOT** with realistically set targets
- Matching **SWOT** with existing resources and sales efforts

3. Language, Basic Sales Methods and Negotiation

- Best practices and techniques
- Effective Communications & Element of being successful in sales (inclusive telephone, email, written and other mode of communications)
- Basic Methods of Discovering and Closing Sales (when and how to close)

4. Professional rapport with customers and potentials

- Steps to build rapport
- Distinguishing potentials and non-potentials
- Managing database & Art of constant follow-up

5. Needs and interest of customers

- Effective questioning
- Feedback evaluation
- Mapping and Matching with available products

6. Methods to provide suggestions and available options to potential customer

- Variety of products and locking in
- Different pathways and options

7. Stay motivated and Motivate Others

- Develop positive habits in Sales and at work
- Develop and sustain Ownership Attitude
- Ability to understand repercussions

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Methodology

This workshop is highly interactive allowing participants to understand and apply the right and appropriate language skills and sales styles at work place. Participants are allowed to share real live incidences and challenges as to obtain a 3rd party view or solution.

Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance has to be taken care by client only.
- Facilitators Travel & Food have to be taken care by the client
- Clients will have to arrange LCD, Speakers, Mike on their own.
- Cancellation of confirmed programmes shall be intimated one week in advance else 50% of the total charges shall be applicable.
- Client will recognize the intellectual property rights of Sieger Training and such materials are not to be copied without prior written approval of Sieger Training.
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