Professional Selling, First Edition

Course Number: AX084–088
Days: 1 day

Description: If you earn your living in sales, this income–boosting guide is a must–read. Practical exercises reveal the secrets of professional selling, including creative prospecting techniques, defrosting cold calls, strategizing and conducting successful face–to–face sales calls, and overcoming objections. It describes the attributes leading to sales success in a way that allows you to integrate them easily and comfortably into your own sales efforts.

Topic–Level Outline

Introduction
Sales Success: Do You Have What It Takes?
Professional Salesperson’s Quiz

Part 1: Getting Started
Finding Prospects
Acquiring Referrals
Using the Telephone to Qualify and Get Appointments
Overcoming Telephone Cold Call Reluctance
Defrosting Telephone Cold Calls
Write Your Own Telephone Outline
Telephone Cold Call Checklist

Part 2A: Face—to–Face Selling: Understanding the Process
Presentation Strategies
Starting the Interview
Asking Questions
Facts/Features, Transitions and Benefits

Part 2B: Closing for Commitment
Testing for Buying Interest
Sample Closes
Reducing Resistance and Countering Concerns
The Importance of Nonverbal Communication
Reviewing Your Efforts

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Part 3: Face-to-Face Selling: Understanding Your Customer
Selling to Different Communication Styles
The Four Communication Styles
Understand Your Style
What Did I Discover About Myself?
Communication Styles Practice
Case Situations

Part 4: Organize for Greater Sales
Prioritizing Your Clients/Prospects
Conquering the Paperwork Mountain
Follow-Up Made Easy: A Tickler/Suspense File
Salvaging Scrap Time
Make Notes
Using a Prospect Lead Form

Part 5: Review
What Did We Cover?
Crossword Puzzle Review

Bibliography
Puzzle Answers