

GENERAL – Half-day sales training programme - outline

DEVELOPED AND PRESENTED BY RAY PATTERSON

Green = Key points **(GA) = Group activity** **(RP) = Role play**

The topics for this programme can be customised to meet your requirements.

See list of topics on the Sales Training page of the website.

PROGRAMME OUTLINE:

Introduction.

The foundation for success in sales. (Attitude)

Become “RAP™” Salespeople. (Responsible, Accountable, Proud).

Understanding the importance of YOU in the sale.

New thinking in sales. Become trusted advisors and expert business partners.

Smart questioning to establish needs / problems. **(RP) (GA)**

Listening skills. **(RP)** Buying signals. **(GA)**

The 8-step sales process for “face to face” meetings. **(GA) (RP)**
(Including product presentation and getting commitments)

Closing. **(GA) (RP)**

Tips for improving knowledge and skills.

2 simple questions. **(GA)**

Review “Action steps” and select “One thing”.

Evaluation forms and certificates.

Close.

2.

PROGRAMME OUTCOMES:

At the end of the program delegates will:

- Discover that success in sales is their responsibility.
- Understand the important role they play in the sale.
- Discover that selling has evolved, and customers now expect a lot more from the salespeople they meet with.
- Understand why their customers want to deal with Trusted Advisors and Expert Business Partners, not with “Presenters” and “Information Providers”.
- Learn how to ask the right questions to establish needs / problems before presenting their offer.
- Learn how to listen effectively. (Listen with the intent to understand).
- Learn how to recognise buying signals and what to do with them.
- Learn to use an 8-step sales process for controlling face to face meetings.
- Learn how to get customers to agree on major benefits. (Trial closing)
- Discover that closing is just the natural conclusion to the sales process.
- Be able to ASK for the business with confidence.
- Discover a few simple tips to improve their knowledge and skills daily.
- Walk out of the room at the end of the programme in a much better frame of mind about closing, asking for the business than when they walked in.

Their attitudes will also be greatly improved!

RAY PATTERSON

RAP[®]
Selling

(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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