

‘ADAPTING TO CHANGE’ – Sales Workshop

This one day course concentrates on a simple back to basics format that explores new ways to cope with the changing world of selling. With Internet marketing growing by the day as a selling medium, sales people must adapt their approach to remain both relevant and ultimately successful. The course explores some of the best selling techniques of the past 40 years and adapts them to today’s changing world.

COURSE CONTENT

- 8.30am: **Course overview and Introductions**
- 9.00am: **Gaining the Appointment**
During this session, we discuss and explore different ways of gaining the first appointment. This is one subject many sales courses simply overlook and is an area that has become more and more difficult for many sales people who are not willing to adapt.
- 10.30am **Morning Tea**
- 10.45am **Attitude and Self Management**
A brief look at the importance of attitude and self management and why many sales people with great potential do not succeed. Here we explore what you need to do to ensure your ongoing success.
- 11.15am **The power of Body Language**
Most sales people know about Body Language, however many forget over time how important it really is. Here we look at ways to improve your presentation, simply by using positive body language.
- 12.15pm **Lunch**
- 1.00pm **Why do we need to Listen?**
The power of listening. This is a skill that can be taught. During this time we look at the benefits of this very simple selling technique.
- 1.30pm **Advancing the Client**
It is important that any sales call ends with a positive outcome. Here we look at a simple strategy of setting and achieving call objectives.
- 2.15pm **Afternoon Tea**
- 2.30pm **The use of Features, Benefits and Solutions**
Many sales people present a quote or proposal and never focus on what the client can gain from using your products or services. This session looks at a very simple modified version of the old features, benefits and solutions technique.
- 3.30pm **Closing the sale**
Simple question, but many sales people simply do not ask for the business? Why?
- 4.00pm **Summary**
Putting the skills from today’s course into practice and adapting them to changing situations.
- 4.30pm **Close**