

# Atassh Consultants.

Knowledge Process House. Since 1991

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## Module: PROFESSIONAL SELLING SKILLS.

### Program Duration 4 Days

#### I. Introspection:

- a. Mapping your life ..... Type of a sales person you are.
- b. What makes a sales person? ..... 'A SUPER SALES PERSON'
- c. The core of success ..... POSITIVE THINKING.
- d. Understanding the Buyer Behaviour.
- e. Value factors ..... Buyer's evaluation about products and services.
- f. The importance of LISTENING.
- g. Building a dynamic sales personality.
- h. REPORTING ..... It's importance.

#### II. How to prepare for a sale?

- a. Prospecting & pre approach.
- b. Organizing the selling function:
  1. Planning.
  2. Approach
  3. Interest
  4. Convince
  5. Desire
  6. Action

#### III. Close.

- a. How to help customers make up their minds.
- b. Closing Techniques.
- c. Make sure the customer is ready to be closed?
- d. Overcoming 'PRICE CONDITIONING' ---- Close.
- e. Closing with a clipboard.
- f. Closing over the telephone.
- g. Closing a group or a Board of Directors.
- h. What to do after you have closed the sale?

#### IV. Overcoming Objections.

- a. Why do customers raise objections?
- b. What do objections reveal?
- c. Rules for overcoming objections.
- d. Techniques.