



## Sales Skills for a Competitive World

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**An interactive 3 hour workshop that is designed to deliver in house, scheduled each quarter for public delivery and also can be delivered via telephone training ( 2 X 1.5 hrs). This is our most popular sales workshop and it is regularly updated for market changes.**

**Who should attend:** All levels of recruiters. This workshop is extremely practical and offers practical tips and techniques to ensure that the sales process is demystified. Feedback from past participants indicate that all levels will leave the workshop with confidence and motivation to cold call and develop new client relationships.

**Outcome expected:** Confidence and understanding of the sales process as it relates to the recruitment industry.

### **CONTENT**

#### **The Art of Prospecting**

- Where to find prospects
- How to organize them and what to do with them

#### **Cold Calling Techniques**

- Overcoming call reluctance
- Setting a call objective
- The structure of the call
- Your voice and what it says about you
- Non-verbal body language

#### **Client Visit**

- Overview of client visits
- Setting a visit objective
- Structure of a client visit using needs/solution techniques
- Non-verbal body language, yours and your client's
- How to close

#### **Follow Up for Relationship Selling**

- Why stay in touch?
- How often to stay in touch



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- Ideas for follow up
- E-mail and other forms of follow up

### Handling Objections

- Role play your way to handling any objection!

### How to Close

- Asking for the order/advert/business
- When, Why and How

### How to contact us:

The Recruitment Training Company

T: 1300 685 838

W: [www.trtc.com.au](http://www.trtc.com.au)

E: [info@trtc.com.au](mailto:info@trtc.com.au)