

## SALES SKILLS FOR A COMPETITIVE WORLD - 3 hours

Who should attend: Consultants and management who want either a refresher or to learn new sales skills that actually work in our industry.

### **The art of prospecting**

Where to find prospects, how to organise 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; ideas for follow up; 1-31 calls; use of phone, 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.