



## Course Outline: PROFESSIONAL SELLING SKILLS

### INTRODUCTION TO SELLING AS A PROFESSION

Professional Salesmanship is not something one is born with. Who ever heard of a born brain surgeon? Whilst some people thrive at sales, many others fail. Nowadays the common denominators can be quickly identified and an ideal personality type selected. Professional sales as a career in South Africa can carry a negative stigma, as many people view it as a non-profession, or last resort type of job. We at Success Factory know differently.

Whilst we concur that certain introverted personalities seem to fail in sales much more often than the outgoing types, it is also known that sales is an activity game and activity will out-sell talent every time.

Based on this as a foundation, we have a sales programme which will take new sales people on a journey of discovery, and existing sales teams on a re-discovery of the essential basics.

The Professional Selling Skills course has been written with ONE philosophy. Provided you and your team buy into our philosophy, this engagement will prove to be a sound investment into your team.

### OUR PHILOSOPHY:

We know that the most successful sales people help build successful companies. They are always the ones who build trusting relationships with their clients. We teach how to create that bond with integrity and allow the relationship to blossom, sit back and watch the signed orders come in. Our model does not apply to commoditised type sales (FMCG) whereby a client walks in off the street, selects an item, pays for it and leaves. Our model applies perfectly when the sales person must sell a solution.

This ethos can be learned. We will transfer the knowledge and the tools to do so thereafter, they will sell in a consultative manner.

We ensure skills transfer through role plays and a written examination which requires delegates to attain a minimum of 80% pass rate to receive certificates.

### COURSE OUTLINE

1. The consultative selling ethos
2. the sales labyrinth – an 8-part module
  - a. Sub-conscious rapport
  - b. Kinaesthetic clients



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- c. Auditory clients
  - d. Visual clients
  - e. The sales labyrinth modules:
    - i. How not to sell – late
    - ii. How not to sell – needy
    - iii. How not to sell – no materials
    - iv. How not to sell – no preparation
    - v. How not to sell – Mr-know-it-all
    - vi. How not to sell – jo-cool
    - vii. How not to sell – I’m the cheapest
    - viii. How to sell – become a complete professional
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- 3. 5 questions to help you understand the client’s needs and win their trust
  - 4. How to sell yourself over the phone
  - 5. The 1<sup>st</sup> 12 seconds – how to get the 1<sup>st</sup> meeting booked
  - 6. 90day goal setting
    - a. Hitting your sales target for the next quarter
    - b. Making a daily commitment to yourself that keeps you on track
  - 7. S. W. O. T. Analysis on your competitors and market sector
  - 8. Time management for sales people
  - 9. Role playing
  - 10. Written essay and knowledge review

**Please contact us for a detailed proposal.**

DURATION

Two full days