

# TACTICAL SELLING

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**Programme Duration: 3 Days**

## **COURSE DESCRIPTION:**

Success in selling is a state of mind, with its possibilities dependent upon initiative, discipline and a high degree of commitment. To be effective, your sales people must do all the right things before, during and after the sales call.

### **TACTICAL SELLING...**

- Involves conscious planning in advance on handling the key phases of the sales call
- Places the emphasis squarely where it belongs: upon the CUSTOMER.
- Launches new sales people on the road to meet and exceed quotas and to gaining the confidence they need to sell effectively.
- Talks about other things that makes the closing easier.
- Is a non-manipulative process that makes that sales almost automatic and further the long term Buyer-Seller relationship.

## **OBJECTIVES:**

- Essential Communication skills in the Selling Process.
- Professionalizing Your Approach in Selling.
- The Basic Tactical Selling Tools for more Results.
- Develop and maintain an Honest, Enthusiastic Attitude.
- Techniques that make People Come Back for More.
- Go beyond the "Features & Benefits".
- Effective Questioning
- Work with Customers on their Objections.

## **WHO SHOULD ATTEND:**

Newly hired Sales Representatives will benefit from this concentrated training in basic sales tactic. Anyone who needs to understand and apply the basics of professional selling for relatively uncomplicated product or services.

## **METHODOLOGY:**

This training programme is an interactive group workshop and includes:

- Video presentations
- Group discussions to clarify understanding of skills; to exchange views, experiences and ideas
- Exercises to develop skills.
- Role-play to practice the skills and apply them in the selling environment.

## **COURSE OUTLINE/CONTENTS:**

### **MODULE 1: INTRODUCTION TO TACTICAL SELLING**

- Defines Tactical Selling and provides and overview of the workshop. The myth of selling and a look at the changing trend in selling.

### **MODULE 2: THE SALESPERSON**

- Lead participants to assess themselves as a salesperson and to determine their prime selling purpose.

### **MODULE 3: THE SELLING PROCESS**

- Examine the reasons for customer purchase by focusing on the most important person: The Customer. Understand the "Sales Funnel" approach to productive sales.

### **MODULE 4: SALES FUNNEL ~ CONTACTS**

- Examine the source and methods of prospecting and qualifying prospects.

### **MODULE 5: SALES FUNNEL ~ OPENING PRESENTATION**

- Examine the most effective ways to question, listen and verify in the content of exploring a customer's wants and needs.

### **MODULE 6: SALES FUNNEL ~ CLOSING**

- Working with customer's objections. Helping customers make a commitment. Examine the verbal and non-verbal buying signals.

### **MODULE 7: SALES FUNNEL ~ FLEXIBILITY**

- Developing the "win-win" approach to selling.
- DEALING WITH THE IRATE CUSTOMER
- A journey into Empathy. Effective steps to deal with the angry customer.

### **MODULE 8: TACTICAL PHONE POWER**

- Discover the techniques to effectively deal with prospects through the telephone. Getting through for the appointment. Generating the initial benefit statement.