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Face to Face Selling

Selling *face to face* can be extremely demanding and, at times, a lonely experience. The more confident the sales team are, the more successful they are going to be. To achieve the required level of confidence, people need to have the relevant knowledge.

This highly participative course is designed to prepare candidates with the essential sales techniques to improve the quality and effectiveness of their presentations and, ultimately, their success.

Course Objectives

- How to identify customers as individuals
- Understanding customers' needs
- Building a continuing and profitable relationship
- Organising successful presentations
- Maximising sales
- Ensuring customer 'good will'
- Creating the right image

Course Content

- Using vital communication skills
- Effective research
- Creating the correct impression
- Personal qualities vital for success
- Setting objectives
- Developing dialogue
- Establishing customer needs
- Using benefits and selling points
- Quoting prices and costs
- Overcoming objections
- Recognising the 'buying signals'
- How and when to close
- Interactive exercises