

Trader ABC

#1 Opening sales - how to attract interest, build a relationship and recognize customer needs?

Many customers still associate selling with "pressing", so the first task of a good trader is to break the customer's resistance, build credibility and interest in the prepared proposal. How to do it?

5 steps to start a good business conversation - how to interest and make the client want to listen to you?

- **Cold calling** – how to like it and be effective in it?
- How to make a good first impression?
- How to build the right image and credibility in a conversation with the client?
- **Sales or advertising** - how to choose the words that build interest in your offer?

#2 Be interested in the client - how to meet the client's needs and expectations?

Identifying the customer's needs and expectations requires high communication skills from the trader, and above all, an attitude of openness and interest in the interlocutor. You will learn:

- How to listen to catch what is most important and properly adjust the solution to the client's needs?
- How to ask in order to show interest and not cross the border beyond which the client will feel questioned?
- **Effective paraphrase** - when and how to go from the customer's needs to the presentation of your product / service?
- **When you hear "I don't need it"** - how to arouse the client's needs and encourage him to continue the conversation?

Trader ABC

#3 Effective presentation of the offer - how to show the value of your solution?

- **Language of benefits** - what is the difference between the feature, advantage and benefit of the product / service being sold?
- How to prepare a Value Proposition?
- How to balance the amount of information provided to the client?
- How to leave a dissatisfaction and build a need for "closure"?
- Meeting with the client face to face:
 - **The image of the trader** - how to make a consistent and professional impression?
 - **Verbal and non-verbal communication** - what to take care of during the meeting with the client?
 - **Reading non-verbal signals from clients (impatience, hesitation, readiness)** - how to correctly decode body language and react appropriately?
- **Writing persuasive offers and sending an offer** - how to increase the likelihood of a sale?
- **Arranging for the next stages** - how to ensure that the customer's enthusiasm does not cool down?

#4 Trade negotiations - how to hold a conversation about the conditions of the contract and to respond to customer objections?

- How to prepare to negotiate contract terms?
- What are the key rules to follow when negotiating with the client?
- **What is BATNA** in negotiations?
- What negotiation techniques are most popular with traders and how to respond to them?
- **Objections** - how to react to client's objections, which are part of the negotiation game?
- **Compromise or win-win** - what approach in negotiations will bring you the greatest benefits?

Trader ABC

#5 Finalizing the sale and after-sale service - how to close the sale and take care of the customer after signing the contract?

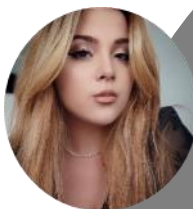
- **How to close a sale** - review of techniques:

1. test method
2. free return
3. reference method
4. rush method
5. technique of small steps
6. preparatory closing
7. technique of exhausted doubts
8. taking for granted

- What to take care of at the stage of signing the contract?

- **After-sales service** - how to increase the chance for long-term cooperation?

You will receive a compendium of sales knowledge from us. You will apply relational selling techniques in practice and take part in a simulation of a conversation with a client, which will be recorded on video. Your speech will be carefully analyzed by the participants and the trainer - you will get tips and free access to your recording.



**Have any questions?
Feel free to contact us.**

Adrianna Ostrowska
Open Training Coordinator

789 220 112
adrianna.ostrowska@4grow.pl