

The salesman's ABC

#1 Opening a sale – how to attract attention, build a relationship and recognize the customer's needs?

Many customers still associate sales with "pressing", so the first task of a good salesperson is to overcome the customer's resistance, build credibility and get them interested in the prepared proposition. How to do it?

- 5 steps to starting a good sales conversation - how to interest the customer and make him want to listen to you?
- Cold calling – how to like and be effective at it?
- How to make a good first impression?
- How to build the right image and credibility in a conversation with a client?
- Sales or advertising – how to choose words that build interest in your offer?

The training

package

includes,

among others:

- ✓ individual training
- ✓ unlimited contact with the trainer
- ✓ possibility of follow-ups

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

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

- How to listen to capture what is most important and tailor the solution to the client's needs?
- How to ask questions to show interest and not cross the line beyond which the client will feel questioned?
- Effective paraphrase – when and how to move from customer needs to the presentation of your product/service?
- When you hear "I don't need it" - how to arouse the customer's needs and encourage him to continue the conversation?

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

- The language of benefits – what is the difference between a 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 unsatisfied and build the need for "closure"?
- Face to face meeting with the client:
 - Salesperson's image - how to make a consistent and professional impression?
 - Verbal and non-verbal communication – what to take care of during a meeting with a client?
 - Reading clients' non-verbal signals (impatience, hesitation, readiness) - how to correctly decipher body language and react appropriately?
- Writing persuasive offers and sending the offer – how to increase the likelihood of a sale?
- Making appointments for subsequent stages – how to ensure that the client's enthusiasm does not cool down?

#4 Negotiations – how to talk about contract terms and respond to customer objections?

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

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

- How to close a sale – an overview of techniques:
 - trial method
 - free return
 - reference method
 - rush method
 - small steps technique
 - preparatory closure
 - exhausted doubt technique
 - taking for granted
- What should you take care of at the stage of signing the contract?

- After-sales service – how to increase the chance of long-term cooperation?

We will provide you with a compendium of sales knowledge. You will put into practice relationship selling techniques and take part in a simulated conversation with a customer, which will be recorded on video. Your speech will be carefully analyzed by the participants and the trainer - you will receive tips and free access to your recording.

Do you have any questions?
Please contact me

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