

Closing the Sale – Course Outline

Duration: 3 Hours

Course Description

No matter how good your idea or concept for your business is, sooner or later you are going to have to sell it. Really good salespeople know that there are a whole range of actions that have an effect on the likelihood of a sale being made, and 'patter' isn't one of them.

Because people buy people first, this programme aims to take delegates for a structured whirlwind tour through the sales process, getting face to face, things to do to make an ally of the buyer and getting to the crucial point where the order pad is produced.

This programme is designed to help people who shy away from sales, people for whom it's only a part of their job and anyone who wants to get just a bit better at turning attention into action.

Who should attend?

Business owners, managers, team leaders or other staff who are responsible for selling the product or service.

What will it cover?

- The development of selling and relationship based sales
- The seven steps of the sale
- A.I.D.A
- Homework and preparation
- Initial presentations
- Understanding the customers needs
- Handling objections
- Closing the sale
- Next steps