

New Generation & Relationship Selling

Telemarketing, on-line and other selling opportunities unfortunately do not allow generation X and Y's to use their knowledge, enthusiasm and product knowledge to make sales an exciting career choice.

This program is designed to give participants the knowledge, skills & attributes to use their innate abilities to sell by solution & relation based principles as well as a step by step approach to identifying, contacting and creating a sales relationship to develop a sustainable ongoing sales stream.



How you will benefit

- Understand the differences between generations and their attitudes & innate ability to selling
- Effectively use your innate abilities to be successful in sales
- Have a process that is non confronting and results driven
- New planning and research tools to make the job easier
- Cold calling without the stigma or problems and enjoying it!
- Enjoy the opportunity to deliver solutions
- Develop a career path that has significant personal rewards & become a successful sales professional.
- Improved communication skills

Who should attend?

The target audience is anybody who needs to generate sales and maintain them which include phone sales staff, retail sales, team leaders and line managers.

How it will be delivered

This program is offered over 4 x 3 hour modules with each module offered a week apart to enable practical workplace application in between.

Your facilitator will provide up to three months of email and telephone support after your course!

“The fact is, everyone is in sales. Whatever area you work in, you do have clients and you do need to sell.”

Jay Abraham

What you will cover

- Strategies to give solutions that people pay for, Develop and use a complete 8 stage process
- Introduction to solution selling: How to research & prepare to contact potential customers
- Work through the process: objectives & desired results
- Assessing the potential customer, finding the “hot button”
- Managing objections and turning to a sale
- Planning: accurate, rigorous and successful
- New communication techniques that are easy to use and a natural process
- Handling difficult questions, rejection and the emotional let downs
- Selling benefits, not features
- “Soft Selling” that is comfortable for everyone and that establishes relationships
- Using effective communication to get results
- How to develop and implement strategies to grow relationships
- Self awareness, personality & differences
- Working with others – managing diversity
- Making sales fun - delivering solutions to people who want to deal with you.
- How to use technology to its best advantage