

salesmindset

The Power of Potential

Course Name: B2C 1 day sales skills course

Sales skills B2C Option

Course Content

- Understanding how the **world of sales has changed** in the last 10 years
- Defining the **characteristics of top sales performers**.
- Getting clear on **company, brand, and individual differentiators**.
- Getting total emotional buy-in to your **company, brand, product and your ability to sell**.
- Understanding the different **buying styles** and how to adapt your selling style.
- When all things are equal, **you become the difference that makes the difference**.
- **Building loyalty** by creating **rapport** and an **emotional connection -FAST!**
- The importance of **story-telling** and taking the client on an emotional journey to win the sale (Their New Reality – Your Solution)
- The importance of linking **your solution to the outcome (Journey)** they will experience, so it becomes **THEIR** only possible solution.
- **Diagnosing the client's needs & wants using skillful questioning techniques**.
- How to create massive **value** throughout the **sales process (Price Vs Value)**
- Using **previous customer experience** to demonstrate credibility.
- **The 8 principles of influence** and how to use them to close more sales.
- The importance of **persistence** and **follow up** by demonstrating **initiative** and **proactivity**.
- The importance of demonstrating your **product / service expertise**.
- How to sell the **features** and **benefits** of your **product**.
- **Cross-selling** and **upselling add-ons** and **value-added** services.
- How to **build credibility and trust** with your clients.
- How world class **customer experience** leads to **repeat business & customer loyalty**.
- **Demonstrating leadership** and helping the customer make the right decision.
- Identifying **buying signals** so you can move the prospect to the sale.
- Getting **small commitments** throughout the sales process so you actually close when it comes to decision-making.
- **Reducing resistance, dealing with objections**, and how to overcome them.
- **Exploring possibilities** with clients and **creating a need** where one may not have existed.
- Dealing with **discounts** and **concessions**.
- **6 powerful closing techniques** that actually work.