



Phone: 1300 121 400
Email: enquiries@pdtraining.com.au



The competition in the marketplace is increasing as margins decrease and consumers become more discerning. This Sales Training course from pdtraining will help to increase sales, gain loyal customers, overcome objections, and grow a business with professionalism and enthusiasm.

These fun, high-energy training courses are available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

Sales Training Course Outline

Foreword:

Today's marketplace is highly competitive and every organisation is looking for a larger share of the market. In an economy where the customer is king, how do sales representatives position the features and benefits of the products/services they sell?

Providing sales training plays an important role in helping sales representatives practice and hone their selling skills.

This **Sales Training Course** helps sharpen the skills of even experienced sales representatives enabling them to take advantage of sales opportunities and aggressively expand the business. By providing an environment where they can make mistakes and learn from them, organisation's can benefit from having sales representatives who can make the greatest impact facing their customers on a daily basis.

Learning Outcomes

- Really understand prospect needs by conducting a needs analysis
- Master active listening techniques to better connect with & understand clients
- Learn to manage the sales process by understanding where the sale is & how to keep the momentum moving forward
- Master Sales Psychology 101 (mirroring, leading representational bias, tie-downs, & tag-ons)
- Learn to negate competitor quotes, while remaining professional
- Learn to deliver presentations that sell
- Learn how to handle objections professionally & effectively
- Master highly effective closing techniques
- Learn to follow-up to develop long-term relationships & future business
- Set goals that motivate
- Learn to manage your sales database effectively

Course Length

- 1 – day

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Sales Training Courses are delivered by **pdtraining's** Sales training specialists in Brisbane, Sydney, Melbourne, Adelaide, Canberra, Perth and Australia wide.

Sales Training Course - Lesson 1
Defining the Sales Process

- Type of Sales
- Common Sales Approaches
- Glossary of Common Terms

Sales Training Course - Lesson 7
Handling Objections

- Common types of Objections
- Basic Strategies
- Advanced Strategies

Sales Training Course - Lesson 2
Getting Prepared to make the Call

- Identifying your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

Sales Training Course - Lesson 8
Closing the Sale

- Understanding when it's Time to Close
- Powerful Closing Techniques
- Things to Remember

Sales Training Course - Lesson 3
Creative Openings

- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

Sales Training Course - Lesson 9
Following Up

- Thank-you Notes
- Resolving Customer Service Issues
- Staying in Touch

Sales Training Course - Lesson 4
Active Listening

- The importance of active listening
- Minimal Encouragers
- Restating and Paraphrasing to gain commitment

Sales Training Course - Lesson 10
Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

Sales Training Course - Lesson 5
Delivering Presentations that SELL

- Features and Benefits matched to Customer Need
- Outlining your Unique Selling Proposition
- The Burning Question that every Customer wants Answered

Sales Training Course - Lesson 11
Managing your Data

- Choosing a System that Works for you
- Using Computerised Systems
- Using Manual Systems



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Sales Training Course - Lesson 6
Managing the Sale

- Sales psychology 101
- Leading representational bias
- Tie-Downs
- Tag-Ons
- Competing without competing on price - and maintaining your professionalism

Sales Training Course - Lesson 12
Manage your pipeline

- What is a sales pipeline
- The stages from prospect to customer
- How to determine your prospects stage
- We share our experiences

Web Links:

View this course outline

- <http://pdtraining.com.au/sales-training>

In-House Training – *Instant Quote*

- <http://pdtraining.com.au/in-house-training-instant-quote/>

Public Classes – *Enrol Now!*

- <http://bookings.pdtraining.com.au/publicclassbooking.aspx>

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