

# Sales Skills for Non-Salespeople

**COURSE LENGTH: 1 day**

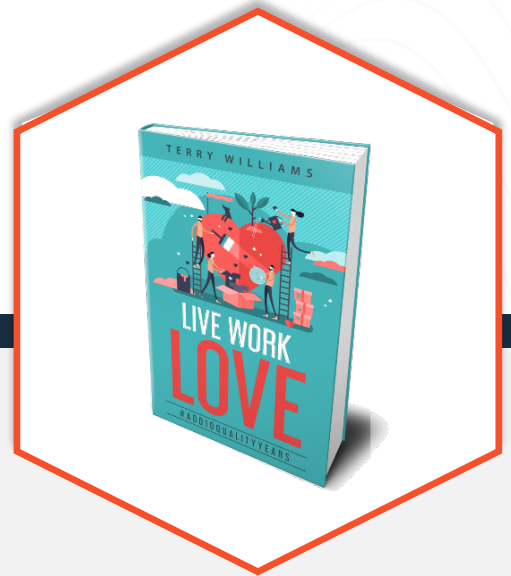
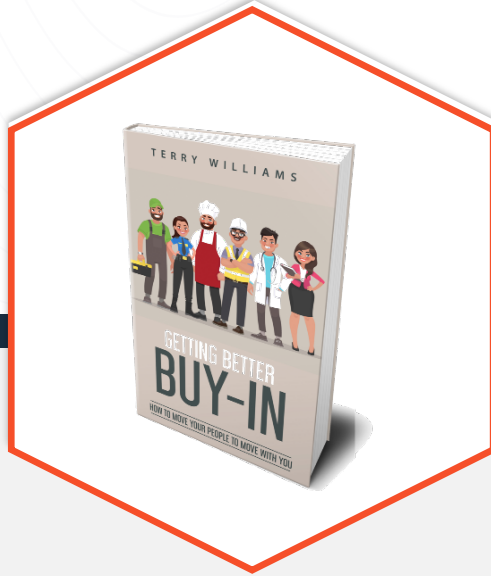
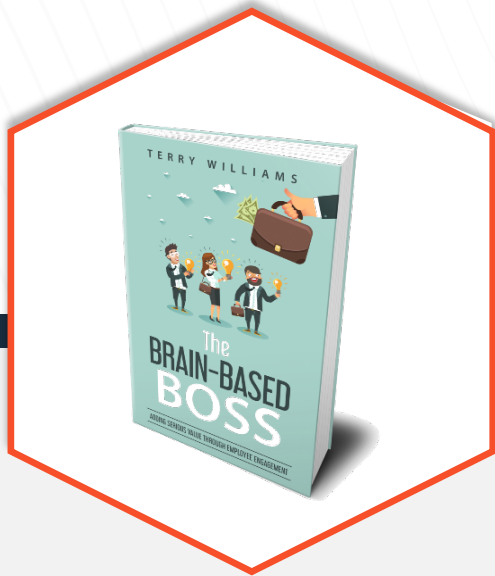
## **OUTCOMES**

- Understand the reasons people buy
- Understand the sales cycle and the skills required for each stage
- Know how to generate leads, qualify them and convert them into sales
- Know how to build rapport and transition out of it
- Use the right questions to discover needs
- Know how to earn trust through listening
- Understand the four P's of presenting solutions – prioritise, personalise, prepare, practise
- Know how to respond to and overcome objections
- Recognise when to close the sale and apply different techniques to do so
- Know how to plan to follow up activities
- Know how to ask for referrals

You'll see a variety of learning strategies: cooperative / collaborative, constructive, experiential, Socratic, accelerated learning. Participants will experience rotation of paired / small group work, the creation or completion of partial existing content to adapt it to their own situations, the tactical use of purposeful questions to guide people to self-discovery rather than just telling, intermittent problem-solving team-based challenges, a welcoming learning environment that gets the learners and their brains ready to learn.

People are different and some topics lend themselves to being best delivered by particular styles. Therefore, what you get is *variety*, and a professional, experienced facilitator able to take examples and scenarios from the real-world of the participants and workshop them together in real-time, as opposed to didactic linear delivery of generic content. These methods ensure a productive, effective, and efficient balance between the delivery of academic content, and a practical and relevant session that is engaging, memorable, and interactive.

"Terry is fantastic. Not only is he bringing his own skills, experience, and ideas to any engagement, but he is expert at helping your own team discover its hidden gems. I wouldn't pigeonhole Terry into sales or any particular discipline. He has a wider perspective of business success that will benefit any team!" - **Sean Mitchell, Publisher, TechDay**



## Engage people; **improve results!**

Our books are about getting better at getting better - in life, at work, and in leadership, personally & professionally.