



Power Selling



9 - 20 September 2024



Rome (Italy)

Power Selling

course code: R5023 From: 9 - 20 September 2024 Venue: Rome (Italy) - course Fees: 4500 Euro

Program Objectives:

By the end of the program, participants will be able to:

- Identify the behaviors and skills of a successful sales professional.
- Describe different types of selling models.
- Understand prospecting and be able to conduct a powerful sales call.
- Use a customer centered selling approach to provide value.
- Choose a closing technique to earn the business.
- Manage the customer relationship on an ongoing basis.
- Develop an action plan to apply new skills

Program Outline:

Selling Skills Assessment

- Sales Competency Model
- Behaviors, Characteristics and Skills of a Successful Salesperson

Types of Selling

- Strategic Selling and Buyers Influence
- Planning your Calendar to Achieve Sales Goals and Build a Sales Pipeline
- Retail (Face-to-face) Selling
- Relationship (Consultative) Selling
- SPIN® Selling: The SPIN® Sales Model
- Characteristics of Different Selling Models, Types and Structures

Sales Closing

- Attitude of the Sales Professional
- Dealing with Customer Objections
- Various Closing Techniques
- The Feel Felt Found Approach
- Strategies to Respond to Common New Business Objections.

Relationship Management (Partnering with Customers)

- Technologies or Methods for Maintaining Customer Information CRM
- Strategies to Maintain Communication with a Customer
- Customer Marketing Pyramid
- Relationship Marketing
- Consultative Selling
- Life Time Value of a Customer (LTV)
- Conflict Handling

Sales Win-Win Negotiations

- The Phases of Sales Negotiations
- The Harvard Model Applied to Sales Negotiation
- The Art of Bargaining and Concessions Handling

NLP and Emotional Intelligence in Selling

- What is NLP?
- Implications for Marketers, Sales Advertising People
- Hypnotic Marketing and Hypnotic State Inducing Vocabulary
- Mind Reading

