



Staff Training & Upskilling

1 Day Workshop

Selling Smarter

Who should attend?

It's no secret that selling has changed in recent years. We are all working harder, with more responsibilities. High pressure selling is no longer effective. Customers want involvement. They want to be recognised and listened to. And they don't want you to forget them as soon as you've made the sale. Two of the key objectives of this one day workshop are to help employees feel more comfortable with, and skilled at, selling to their customers. It is also designed to help them identify and address some of their customer service challenges.

How will you benefit?

- Understand a wonderful paradox: helping other people get what they want gives us more of what we want
- Use goal-setting techniques as a way to focus on what you want to accomplish
- Develop strategies for getting where you want to be
- Recognise the difference between features and benefits of products and services
- Identify and be able to better present the competitive strengths of your products and services
- Learn to be proactive in handling objections
- Be more successful at asking for the business
- Use different types of selling for different situations
- Identify ways to find new clients and network effectively

What will you cover?

- Essential selling skills
- What is selling?
- Features and benefits
- Setting SMART goals
- Time management tips
- Customer service
- Types of selling
- Ten major mistakes
- Finding new clients
- Selling price

What is included?

All courses are given by expert facilitators in small interactive classes. The manual and course materials are specific to the course and you will receive a personalised certificate on completion.

How to book?

Email your training requirements to : training@infusion.co.za