PROFESSIONAL DEVELOPMENT TRAINING

1300 121 400

REQUEST QUOTE

1.0 DAY COURSE

Sales Training

The PD Training Sales Training course provides you, or your team, with the skills to increase their sales by asking better questions, gaining loyal repeat customers, understanding common body language, overcoming common sales objections, finding referral opportunities and growing the business with professionalism, enthusiasm and more.

A company's sales force is the frontline for revenue generation and growth, so it's imperative that your sales team is effective, efficient and has the key skills to find and close sales opportunities, no matter what industry you're in.

You will learn about your own personality as well as other personality types and how to engage others in an entirely new way that provides a path to better communication and improved prospecting and sales outcomes.

PD Training can provide a complete professional development program for your organisation which includes personality profiling and automated training needs analysis, so contact us today to learn more!

This dynamic training course is available now throughout Australia including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

Please click to view our *Sales Training course schedule* delivered online or click the In-House Training tab to receive a free quote for customised courses delivered at your preferred location.

What You'll Gain:

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

Providing sales training plays an important role in helping sales representatives practice and improve their ability to close a deal. 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 asking better questions, identifying and overcoming objections, understanding the needs of the client and presenting the most appropriate solution, sales people can learn to become sales professionals.

Outcomes

After completing this course participants will have learned to:

- 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

Modules

Lesson 1: Where You Fit in the Sales Cycle

- Why People Buy
- The Sales Cycle
- Your Sales Profile
- Reflection

Lesson 2: Prospecting

- Turning Leads into Sales
- BANT - Qualifying Leads
- Keys to Successful Prospecting
- Your Prospecting Success
- Reflection

Lesson 3: Building Rapport

- The Rapport Transition
- Establishing Personal Rapport
- Your Ability to Build Rapport
- Reflection

Lesson 4: Discovering Needs

- Asking the Right Questions
- Earning Trust Through Listening
- Your Ability to Discover Needs
- Reflection

Lesson 5: Presenting Solutions

- The Four P's of Preparation
- Leveraging Your Solution
- Your Ability to Present
- Reflection

Lesson 6: Overcoming Objections

- Does Objection = Rejection?
- Types of Objections
- 4 Steps to Responding to Objections
- Your Ability to Handle Objections
- Reflection

Lesson 7: Closing the Sale

- Knowing When to Close
- Types of Closes
- Examples of asking for the sale
- Your Ability to Close the Sale
- Reflection

Lesson 8: Servicing the Client

- Acquisition vs Retention
- Asking for and Working with Referrals
- Your Ability to Service the Client
- Reflection

Talk to our expert team

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