

# Essential Selling skills

-Référence: **IE-36**

-Durée: **2 Jours (14 Heures)**

## Les objectifs de la formation

## A qui s'adresse cette formation ?

### POUR QUI :

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- New sales people or anyone involved in customer contact or customer services , all professionals who have to present an argument to customers.

## Programme

- **Defining the sales process**
  - Two different negotiation approaches : BtoB, BtoC Preparing the sales meeting To understand commercial process and the skills required Creating trust and encouraging the customer to listen.
  - Introduction to Sales steps
- **Introduction : first contact**
  - Making a positive first impression Building a climate of trust Reinforcing your personal impact during the first meeting Using techniques to assert your charisma Reinforcing your power of persuasion using non verbal communication Exercise Non-verbal exercises and tips for making a positive first impression
- **Discovering your customer's needs**
  - Identifying the factors involved in your customer's act of buying Enhance your questioning and listening skills Adopting a listening-based approach Mastering the power of questioning and asking the right questions Understanding and integrating buyer's needs Rephrasing your customer's needs Exercise Listing useful questions to ask and Role-play to discover customer's needs.
- **Convincing customers with a winning argument**
  - Managing a customer value offer Convince customers with well-structured arguments The art of persuading through listening Creating an offer adapted to buyers using the SPICES method All about

## Programme

presenting your offer with the FAB approach Present your arguments clearly and convincingly Jeu de rôle Build your sales argument through the SPICES method- Role play.



(+212) 5 22 27 99 01



(+212) 6 60 10 42 56



Contact@skills-group.com

Nous sommes à votre disposition :  
De Lun - Ven 09h00-18h00 et Sam 09H00 – 13H00

Angle bd Abdelmoumen et rue Soumaya, Résidence Shehrazade 3, 7ème étage N° 30  
Casablanca 20340, Maroc