

**COURSE
PROFILE:**

frontline kiwi



Selling and Negotiation Skills

We spend an enormous amount of time and energy handling customer enquiries with many of them never converted into actual sales. Product information is provided but customer needs are not fully explored and sales opportunities are missed. Today's customers are generally well informed already about the products available and they have also learnt how to negotiate! To convert more enquiries and prospects into sales you and your staff need to be skilled at the rest of the sales process—not just the features and benefits bit! And to be able to bargain so both you and your customer feel that you've got a good deal.

Course benefits:

- ▶ Increased sales through more conversions of enquiries
- ▶ Increased customer satisfaction
- ▶ More efficient staff—reduced cost of sales
- ▶ Increased sales team motivation and confidence
- ▶ Increased profit

**Learning
Outcomes:**

- ▶ Understanding how customers make buying decisions
- ▶ Use good questioning and listening to identify customers' needs and build their buying desire
- ▶ Effectively present product/service features and benefits
- ▶ Explore different options to best meet customers' needs
- ▶ Add value to sales transactions
- ▶ Overcome objections and sticking points
- ▶ Close the sale and confirm agreements

Target Audience:

- ▶ Anyone in business who plays a part in selling the product or service, or in negotiating the content and price of sales transactions.

Course features:

- ▶ This is a two day course plus a follow-up assignment reporting on the application of new skills and knowledge back at work.

Course Fee:

- ▶ \$500 per delegate, includes tuition, course materials, assignment marking and follow-up, plus GST.