

Dates
June 9-11 (Abuja)

Course Ref
EE/M/03

Duration
1 Week

Fee
NGN 49, 500

CRITICAL SELLING SKILLS

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Offa
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This programme aims to teach you how to develop your sales skills around the buying decisions of the customer, and help you consistently hit your sales goals.

LEARNING OBJECTIVES

- Learn the skills and techniques required by a successful sales person in a competitive business environment.
- Identifying Customer Needs
- Making an Effective Presentation
- Gaining Customer Commitment

COURSE CONTENT

- The Professional Role of the Salesperson
- Rules for Effective Communication
- How to Use the Benefit Concept
- Prospecting, Ways to Find More Business
- Beating the Competition
- Your Own Sequence for a Planned Sale

- Pre-Approach Work
- Making Appointments
- Selling to Multiple Decision Makers
- Creating the Right Impression
- Opening Up the Sale
- Criteria for Purchasing
- Identifying Customer Needs
- Making an Effective Presentation
- Dealing With Difficult Questions
- Handling Price Objections
- Reacting to Buying Signals
- Gaining Commitment
- Effective Closing
- Managing Your Time More Effectively
- Territory Management
- The Qualities for Success



🕒 **Morning Session I**
The first session of the day lasts two and half hours

🕒 **Tea Break**
A 30-minute tea break for relaxation, tea and light snacks

🕒 **Morning Session II**
The second session stretches into noon and only last one and half hours

🕒 **Lunch Break**

🕒 **Afternoon Session**
The third and final session lasts two hours

🕒 **Group Activity**
Participants interact in different group tasks



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