



## A SALES SKILLS WORKSHOP

📞 087 135 5543

# SELLING ICE TO ESKIMOS

### WORKSHOP OUTLINE

- Define the term successful selling
- Define the word customer
- Profile your customer
- Analyse their buying motive
- Establish trust and rapport
- Identify the key issues and the customers' needs
- Know the features and benefits of your products and selling on value
- Understand the art of persuasion
- Avoiding common selling mistakes
- Respond to objections
- Ask for the sale
- Close the sale

**01**

Focus on practical application of skills, learnt, applied and practised

**06**

Improving the learner's confidence, attitude, knowledge and skills are critical

**05**

Edge ensures that the learners are engaged and receptive to training

## COURSE METHODOLOGY

**02**

Knowledge sharing and team learning form part of Edge's unique training methods

**03**

Programmes are flexible and easily adaptable to suit the various learning styles

**04**

Interactive sessions include group discussions, case studies, Q & A sessions and role-plays

### OBJECTIVE

By the end of this course you will be able to execute and close a sale as you will understand both your customer and the sales process. You will now have the skill which will give you the ability to handle difficult customers and analyse your mistakes when following the sales process.

### EDGE TRAINING CONSULTANCY

With over 18 years of Human Development training experience, Edge Training has a Level 2 BBBEE Scorecard, a National Footprint and Full Accreditation with Services SETA. Together with our BEE partners, we are committed to solving BEE related Skills Development Challenges in a meaningful way. Whether an Accredited Short Course, a Behaviour Changing Workshop or a Learnership, our highly skilled and dedicated team can offer you a solution. We source the learners and manage all the necessary requirements for disabled and unemployed learnerships. Most of our learnerships and Workshops are also offered as online courses.

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**ADDING VALUE**  
**CHANGING LIVES**