



Successful Selling

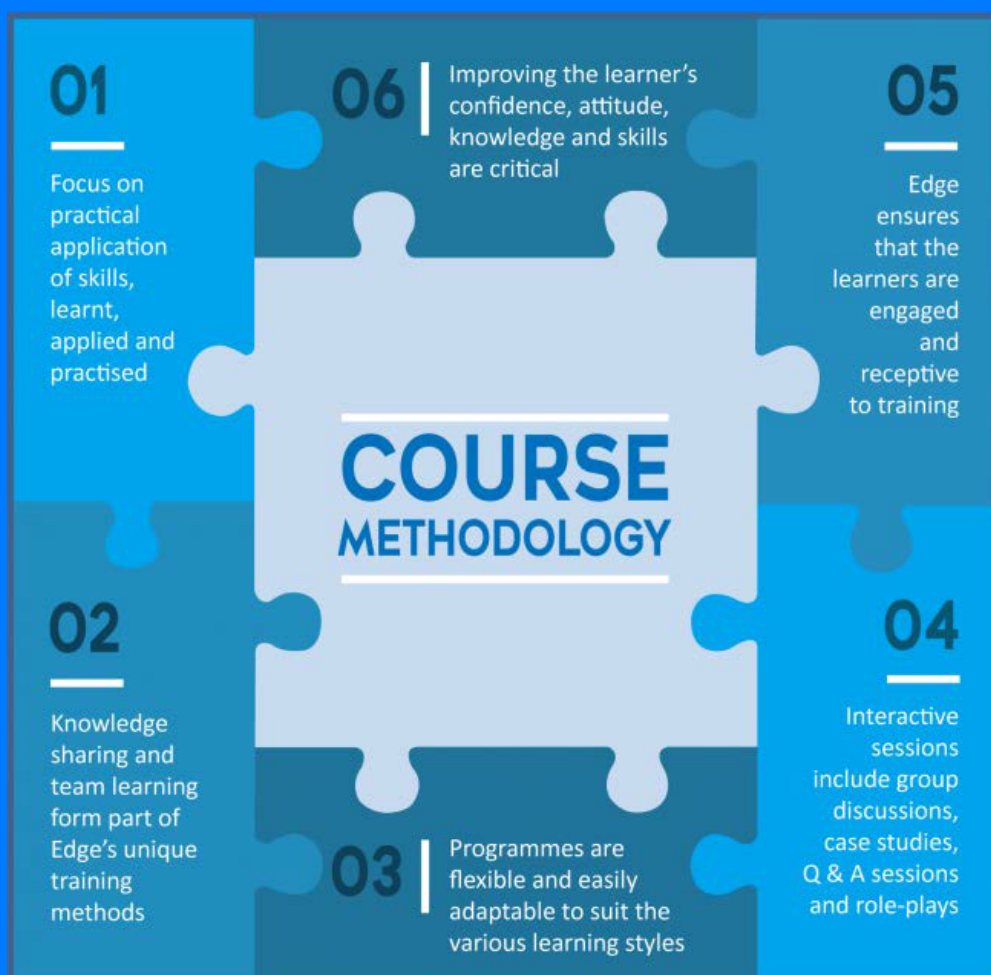
Soft Skills Training Workshop
SELLING ICE TO ESKIMOS

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

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.



About Edge Training

With over 22 years of Human Development training experience, Edge Training has a Level 1 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.

Get in Touch

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