

Selling Skills

Integrated Non-Verbal Communication

What to do, what to say, how to get them moving. This course trains new and experienced sales people on the sales process and the communication techniques needed to sell more, make more people happy and work less. Designed for 12 - 24 people this two-day workshop deals with non-verbal communication techniques that affect the situations we face everyday.

Project a self-confident, professional image

- Manage your body language
- Move with positive affect
- Convey confidence
- Let them know you are on their side

Make people feel heard and understood – build trust

- Get them talking with questions
- What they really care about
- Speak their language
- Stay up to speed
- Make people feel heard and not tolerated

Relationship

- Personal topics - personal voice
- Treat people like people
- Manage the time crunch
- Be the “go to” guy
- Call with “no agenda”

Let them know you take their business seriously

- Business topics - business voice
- Separate business - relationship
- Know when and how to say “No”
- Build trust and confidence

Know when they’ve bought

- Stop selling
- Questions that help them decide
- What to avoid

Cross Selling

- What to say
- How to say it
- What to avoid

Close with ease

- Know when to close
- How to relax so they will
- Words, body, voice
- Language that works

