

SALES ESSENTIALS

COURSE OVERVIEW

Learn the fundamental skills needed for successful selling

- Understand the key skills needed to sell confidently and successfully
- Research plan and target the right customers to generate the best results
- Identify customers' true needs and wants and present your offer in a credible and effective way
- Handle any objection positively
- Defend price and sell on value

Sales is a rewarding and exciting profession. However, increased competition coupled with pressure to deliver results means that any sales person needs to hit the ground running quickly.

The good news is, that by following a few simple rules, newly recruited sales professionals can quickly open up the door to success, for them and their organisation.

Sales Essentials equips those new into sales with the toolkit of key skills that will help them forge a successful sales career.

Adapted from our pioneering sales course, PRO-PAYBACK Selling this one-day course will provide attendees with the confidence, skills and ability to make an immediate impact on your business and their personal targets.

For further information visit tacktmi.co.uk. If you would like to speak to a member of the team call 01923 897 900 or email uk@tacktmiglobal.com.



1 Day Interactive & Practical Course

Cost: £749 +VAT

Visit tacktmi.co.uk for further information

SUITABLE FOR:

Entry-level sales professionals or new sales professionals who would benefit from learning the fundamentals of successful selling.

YOU WILL LEAVE THIS COURSE ABLE TO:

- Sell confidently. Backed up by a practical case study, review and professional coaching you will go in to the world of sales understanding the key skills needed for success.
- Research, plan and target the right customers in the right way to generate the best results with less wasted effort
- Write a compelling and personalised first approach by telephone/email or social media that will gain them a meeting or call with that person
- Create a meeting/call structure and series of killer questions to engage the customer and gain their commitment to next steps.
- Craft an exciting and relevant verbal presentation
- Use a winning technique for handling any objection positively and creating an opportunity
- Respond effectively to price objections and any competitor comparisons
- Close on commitment