

# SELLING IN UNCERTAIN TIMES

## COURSE OVERVIEW

### Essential sales skills to proactively and positively sell in the current business landscape

- Confidently discuss market uncertainty and understand how it is impacting the buying process
- Discover the exact and total requirements of every customer including current business priorities and concerns
- Effectively handle objections commonly encountered in today's business environment

Current political, social and economic factors are creating an uncomfortable and uncertain business landscape for leaders and decision makers. Such volatility often leads to reviews of business plans and budgets. For salespeople this can mean longer sales cycles and deals which seemed an almost certainty being pushed back or put on hold indefinitely.

To ensure success during these uncertain times salespeople must be proactive; reviewing their sales skills and techniques and adapting accordingly to re-assure their customers.

Our newly created Selling in Uncertain Times course addresses the challenges many salespeople are currently experiencing. Attendees will leave with the skills and knowledge needed to confidently discuss market uncertainty, re-assure buyers, justify costs and effectively handle objections commonly encountered in today's business climate.

For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).



**Interactive & Practical Training Course**

**Available in-person or virtually**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Sales professionals of all levels who would like to equip themselves with the skills needed to successfully sell in today's business landscape.

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Confidently discuss market uncertainty and understand how it is impacting the buying process
- Drill down and discover the exact and total requirements of every customer including current business priorities and concerns
- Apply a consistent sales process to win more business
- Create a differentiated value proposition so you can add value and re-assure the buyer throughout the sales process
- Repackage solutions to address customer's concerns, demonstrating why now is the right time to invest
- Design and present your solution in a very clear and solution focussed way to win against tough competition and generate the best results
- Effectively handle objections commonly encountered in today's business environment using real life examples
- Utilise key social selling principles to drive sales conversations and prospecting
- Motivate customers to progress deals using clear and effective follow-ups