

# Selling Smarter

Program Outline



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## Overview

It's no secret that selling has changed in recent years. We are all working harder, with more responsibilities. High pressure selling is no longer effective. Customers want involvement. They want to be recognized and listened to. And they don't want you to forget them once the sale is made. This workshop will help employees feel more comfortable and skilled in selling to their customers and to help them identify and address some of their customer service challenges.

## Learning Objectives

At the completion of this workshop, participants will:

- Understand the wonderful paradox: helping other people get what they want gives us more of what we want.
- Use goal-setting techniques as a way to focus on what you want to accomplish and develop strategies for getting there.
- Recognize the difference between features and benefits of products and services, and develop a plan for increasing product knowledge.
- Identify the most critical elements of telephone sales and customer service
- Understand the power of your behaviour for more successful sales and customer service.
- Develop communication skills to better share information and to better listen to the customer
- Recognize opportunities for both individual and team problem-solving

## Pre-Workshop Assignment

Participants will be asked to complete a questionnaire about sales and customer service perceptions.

## Workshop Outline

Introduction and Learning Objectives

Discussion of pre-assignment

What selling is all about?

Behind every sale is a person

Find out what they want

Figure out how to help them get it

People buy trust and service

That first seven seconds



### Setting achievable goals

- The value of setting goals
- The characteristics of SMART goals
- Developing a strategy to reach your goals
- Celebrating success & thinking like a winner

### Know your products and services

- What are your products and services?
- What are their outstanding features or USPs?
- How do these benefit customers?

### Telephone techniques

- The verbal handshake
- Using your voice effectively
- Telephone manners
- Using your telephone as a sales tool
- Building relationships by phone

### Deal with objections

### Ask for the sale

### Review and evaluation