

Academy Sales Essentials

Fact track your sales abilities with this one day program.

Summary: Learn the absolute fundamentals into understanding how to sell. Get a kick start in knowing exactly what a sales person needs to do to achieve their budget. How to act, behave, what to say and what not to say! Understanding questions and their importance.

Is Sales Essentials for me?

- **New to sales**
- **Job is inside sales**
- **Working in Customer Service and need to up-skill**

SALES 101

- Know what it means to sell.
- The basics in knowing how to get more business.
- How to enjoy selling and understand the philosophy behind what's happening between two people.
- How do we build trust? Professionalism?

ESSENTIALS TO SALES

- What are the essential ingredients to sell and to sell more?
- How do you need to set yourself up for success?
- How should you prepare yourself (physically and mentally)

QUESTIONS

- Questions are the key to selling.
- Learn questions which will get your customer talking.

PHONE TECHNIQUES

- What to say and how to say it.

HOW TO THINK COMMERCIALLY EVERY TIME

- Your job in sales is to generate growth.
- How to acquire commercial smarts and start recognising opportunities.