

Successful Selling

1 day
Course

“The definition of insanity is doing the same thing over and over again and expecting different results”

Anon

Business Scenario This course offers delegates essential skills for focused, results-based selling. It is a challenging combination of communication tools, NLP and questioning techniques, revolving around the IDEA approach to fact-finding. This course will equip delegates with the skills to gather information, uncover client needs and build rapport whilst selling.

Who will Benefit? Sales people, buyers or service providers . It is for anyone looking for successful outcomes when selling or negotiating. It is for those who want to boost their confidence as a successful salesperson.

Course Objectives By the end of the course you will be able to:

- Communicate effectively with clients
- Differentiate between implicit and explicit needs
- Define the 4 stages of IDEA questioning
- Understand and use basic NLP techniques with clients

Course Content

NLP

- Principles of NLP
- Introducing NLP to the sales approach

Key Communication Tools

- Question types
- Active listening skills
- Words, tone, body language

IDEA Questioning Technique

- Information questions
 - Development questions
 - Expansion questions
 - Action questions
 - Confirming the agreement
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Course Features You will be given opportunities to try out ideas and skills in situations that can prove essential to you as a successful negotiator. By practising the key stages of the negotiation process, you will identify the defining moments where choosing the right strategy can make all the difference.
