



Customer focused sales

This short program has been designed to provide an introductory snapshot of the sales process. It can be applied equally to product and service sales scenarios.

Good salespeople specialise in finding solutions to customer problems (needs, issues, concerns) rather than on selling their products and services.

If you want to be successful in the sales profession, you need a process which is logical and customer-oriented. This program introduces a systematic approach to solving customer problems from “meet and greet” to closing the sale.

Participants attending this program will gain an introductory understanding of selling as a process rather than as an event. It introduces participants to the questioning techniques used by effective sales people to identify customer needs (rather than their own) and select and demonstrate product features and benefits in such a way that they solve customer problems.

Business impact

Staff attending this program will take back to your business:

- √ improved engagement with customers
- √ practical communication skills
- √ A systematic approach to the sales process
- √ increased sales performance

Topics include:

- ▶ Why customers buy
- ▶ Customer service expectations
- ▶ Meeting and greeting the customer
- ▶ Building rapport
- ▶ Qualifying
- ▶ Aligning your sales process with your client’s needs, not yours
- ▶ Demonstrating (features and benefits)
- ▶ Reality check
- ▶ Negotiating the price and closing the sale

What’s included?

*In-house training at a time to suit you
Instruction by an expert facilitator
A highly interactive workshop tailored
for your organisation
Participant workbooks
Personalised certificate of completion
Guaranteed return on investment!*

For more information about how Learning Insight can assist your business, or to book this course contact:

Liz Paine: 0400 778807 or
lizpaine@learninginsight.com.au

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