

SUCCESSFUL FIELD SALES

2-day Course

OVERALL AIM:

To construct and practise an approach to sales in order to improve sales performance and professionalism/effectiveness in the field. The stages of the sale will be identified and delegates will develop their own sales plan, which may be used immediately in the workplace.

WHO SHOULD PARTICIPATE:

Staff employed in a field sales role. The course will especially benefit those new to sales and those who have had some sales training but are looking to refresh their skills.

COURSE OBJECTIVES:

By the end of this course, participants will be able to:

- Identify the personal qualities of an effective salesperson.
- Recognise a range of body language signals.
- Recognise the importance of planning, preparation and organisation.
- State the steps in the sales process.
- Adopt an effective strategy in gaining meetings with buyers.
- State 5 methods to open the sale.
- Recognise the importance of questioning to establish our customers' needs and will have practised questioning and listening skills.
- Convert our products' features into benefits to the buyer.
- Use 6 methods in closing the sale.
- Handle a range of objections and will have practised handling them.
- Draw up an action plan to improve performance.

COURSE CONTENT:

DAY 1

- **Course Objectives:** including the delegates' own objectives
- **Customer Care:** personal qualities required good/bad telephone technique, continual learning, body language, maintaining excellent relations with clients
- **Marketing Opportunities:** obtaining leads, other marketing activity – following up brochures (strategy)
- **Pre-call Planning and Preparation:** route planning, setting call objectives, briefcase contents/use of diary or equivalent
- **Getting the Meeting with the Buyer:** telephone techniques to handle gatekeepers. Role play
- **Opening the Sale:** 'chat' gap, different ways of opening the sale
- **Questioning to Establish Needs:** theory – utter importance of this stage of the sale! Role play

DAY 2

- **Matching Solutions to Needs:** features and benefits, buying signals
- **Closing the Sale:** when to close/how to close/different closes. Role play
- **Handling Objections:** what is an objection? Techniques in handling. Role play
- **Review:** brief review of main elements of the programme
- **Action Plan:** where do we go from here? i.e. How can we get better?