

EXCELLENT SALES PRESENTATION SKILLS TRAINING.

When: 5th & 6th September 2024 (8:30am – 5:00pm)

Where: The Clarion Hotel, Nairobi

Selling is not a random activity. The best sales people go through it with great art and design. Every move is intentional and deliberately aimed at achieving something. Good sales people take control of the process for it is only through that that they can assure themselves of positive results.

This training helps the sales team to focus on designing their processes and conversations with potential clients in a manner that preempts obstacles and tackles them in advance. Whilst everyone has their own strengths, this training lifts the sales team to a culture of excellence.

Course outline;

CONSIDER THE CUSTOMER

- ✓ What do you expect when you are a customer?
- ✓ The value of every shopper
- ✓ The mission for a retail sales person
- ✓ Define 'excellent retail customer service'

DEFINING THE SALES PROCESS

- ✓ Type of Sales
- ✓ Common Sales Approaches
- ✓ Glossary of Common Terms

CREATIVE OPENINGS

- ✓ A Basic Opening for Warm Calls
- ✓ Warming up Cold Calls
- ✓ Using the Referral Opening

GETTING PREPARED TO MAKE THE CALL

- ✓ Identifying your Contact Person
- ✓ Performing a Needs Analysis
- ✓ Creating Potential Solutions

ACTIVE LISTENING

- ✓ The importance of active listening
- ✓ Minimal Encouragers
- ✓ Restating and Paraphrasing to gain commitment

DELIVERING PRESENTATIONS THAT SELL

- ✓ Features and Benefits matched to Customer Need
- ✓ Outlining your Unique Selling Proposition
- ✓ The Burning Question that every Customer wants answered

HANDLING OBJECTIONS

- ✓ Common types of Objections
- ✓ Basic Strategies
- ✓ Advanced Strategies

CONTROL THE SALE

- ✓ 'The Challenge' - persuasion, not confrontation
- ✓ How to handle people shopping on price
- ✓ The excellent technique that negates the opposition and maintains your professionalism

CLOSING THE SALE

- ✓ Understanding when it's Time to Close
- ✓ Powerful Closing Techniques
- ✓ Things to Remember

SETTING GOALS

- ✓ The Importance of Sales Goals
- ✓ Setting SMART Goals

FOLLOWING UP

- ✓ Thank-you Notes
- ✓ Resolving Customer Service Issues
- ✓ Staying in Touch

ALWAYS BE CLOSING (ABC)

- ✓ Classic presentation.
- ✓ Meet, build rapport, influence and close.
- ✓ Build mega credibility.
- ✓ Right prospects.
- ✓ Get accepted. Check, marriage & final check.
- ✓ Closing phrases.

And much more!

LEARNING EXPERIENCE;

- PowerPoint presentations.
- Group work.
- Participant's workshop presentations.
- Case studies.

Charges: Your investment for the 2 days comprehensive training is Ksh 35,000 Plus VAT per person, to cater for facilitation, training materials, writing materials, buffet lunch with a soft drink, water, tea/coffee, snacks and certification.

DISCOUNTS: Take advantage



- For every 3 people booking from the same organization, you get a 4th FREE slot.
- Get 10% off if you pay 7 days before the training date.

Payment Option: Payment to be made via cheque deposit, bank transfer or Mpesa Paybill (to be provided) by end of training.

This is a NITA approved training. Participating organizations can claim reimbursement of training fees in accordance with NITA rules and regulations.

How to register

For inquiries and reservation please get in touch with Mary on
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