

Course ID

**SELLING**

Course Duration

**2 days**

Course Title

**The Art of Selling: The Science and the Psychology**

**Related Courses**

- Presentations That Inform, Motivate, and Sell! (PRESENT, 2 days)
- Customer Service Excellence (CUSTSERVE, 2 days)
- Internal Consulting and Customer Service (SERVICE, 2 days)
- Effective Negotiation: Beyond Win-Win! (NEGOTIATE, 1 day)

**Aimed At**

Sales professionals, sales managers, and small business owners who wish to improve their ability to land and qualify prospects, make sales calls and presentations, overcome resistance, close deals, follow up effectively, and gain referrals

**Group Size**

7-25

**Prerequisites**

There are no formal prerequisites.

**Course in a Nutshell**

In this dynamic, highly interactive workshop, you will study and practice both the science and psychology of sales. You will study the selling process as well as the behavioral and attitudinal factors that affect both the buyer and the seller.

You will learn how to define your target market, where to prospect, how to position your products and services, how to overcome objections, close the sale, and much more. You will learn how the global economy and the Internet have impacted the world of selling and how to develop a stronger understanding of how and why people buy. You will practice the important concepts and techniques with in-class group exercises and role plays. In short, you will acquire the critical skills and tools that are required for sales success in today's business world.

**Customize It!**

Customize this course at little-to-no additional cost to your specific needs:

- Tell us about any special issues faced by your team -- such as below average sales activity, poor prospect to client closure ratios, fear and morale issues within your department -- and we'll help you address your challenges by working your issues into this workshop.
- To get the most out of this workshop, take it with your entire sales team to define the common challenges and explore how to work together as a team to meet those challenges.

Schedule this workshop as a day a week for two weeks to allow time for introspection and application between sessions and to fit it more easily into your sales professionals' busy calendars.

**Learn How To**

- Appreciate and enjoy selling as an art
- Enjoy cold calling and overcome psychological barriers
- Apply the seven stages of selling
- Define your prospect base and become a master networker
- Develop your personal “positioning statement”
- Read body language
- Identify the different levels of decision makers
- Understand how and why people buy
- Implement qualification strategies
- Deliver a prospect specific presentation
- Overcome objections
- Close the sale
- Develop and maintain relationships

**Course  
Outline**

- Introduction to Course and Sales
  - Welcome and Introductions
  - Course Objectives and Road Map
  - Discussion: What is Sales
- Introduction to Sales
  - The Seller and the Buyer
  - The Changing Scope of Selling: Global Economy and the Internet
  - The Science of Sales: The Seven Strategies of Selling
    - Prospecting
    - First Contact
    - Qualification
    - Presentation
    - Resolving Objections
    - Closing
    - Wrap-Up and Follow-Up
  - Product and Services Knowledge
  - The Psychology of Sales: The Art and Attitude of Selling
- Prospecting
  - What Is a Prospect?
  - The Role of Prospecting
  - Lead Channels
  - Target Marketing
  - Networking: Where Do Your Prospects Gather?
  - Positioning Statements: The Answer to the Question “What Do You Do?”
  - Body Language
  - Group Exercise: Networking and Body Language
- Cold Calling
  - The Benefits of Cold Calling
  - Adjusting Attitude and Overcoming Fear

- First Contact and Qualification
  - Testing for FIT: “Personal,” “Company” and “Wants”
  - Decision Makers: Political, Financial, Technical and End-User
  - Developing the Relationship: Build Rapport and Establish Trust
  - Qualification Strategies: Needs, Interests, Barriers, Criteria and Motives
  - Case Study: How and Why People Buy
- Presentations
  - Delivering a Prospect Specific Presentation
  - Buyer Motives
  - Proof of Success Strategies
  - Keys to a Powerful Presentation
- Objection Resolution
  - Strategies for Resolving Objections
  - Uncovering Hidden Objections
  - Role Play: Discovering the “Objections” When Selling
- Closing Strategies
  - The Fear Barrier
  - Recognizing Buying Signals
  - Eight Different Closing Strategies
  - What to Do if the Sale Is Lost?
- Wrap Up and Follow Up
  - Guidelines for Completing the Transaction
  - Referrals
  - Maintaining the Relationship
  - Follow up and Repeat Sales
- Course Recap and Conclusion

## **How You Will Learn**

- A seasoned instructor will present this course in “workshop” (lecture/practice) format.
- Since different people learn differently, the workshop will make use of all adult learning styles: visual, audio and kinesthetic.
- You will receive a printed Participant Handbook which will help you remember and retain what you learned in class and apply it on your job.
- Bonus materials: Use a course template to create a sales plan that you can take back to work and use it to improve your sales presence, style, and technique.