



## ESSENTIAL SALES SKILLS

### Enabling Effective Conversations

Sales excellence is built upon continually improving essential skills in line with a progressive mindset. Learn how to build a holistic sales approach to overcome challenges and capitalise on opportunities.



100% Online & Interactive



The Complete Package: Theory & Practice



Satisfaction Guarantee



24/7 Access:  
Learn at Your Pace

#### Module 1

##### Selling to Different Personality Types

In sales, if we understood everyone's personality style, we would know just what to say and how to say it.

In this module, you will:

1. Identify what your personality style means for you.
2. Examine introvert and extrovert characteristics and tailor your approach to their needs.
3. Identify personality types through Merrill-Reid/Wilson social styles model and flex your selling style for better engagement.
4. Analyse the communication preferences of various personality types and what to avoid.
5. Adapt Gartner's Challenger profile for virtual working environments.

#### Module 3

##### Storytelling for Sales

In sales, stories are designed to create a better alternative by crafting compelling pictures. Using examples of well-known brands and the science behind storytelling, this module provides a framework for how to structure and deliver stories within sales conversations to have maximum impact.

In this module, you will:

1. Explore the science of storytelling and how to use stories to invoke action.
2. Recognise the benefits of storytelling in sales and engage your audience effectively.
3. Identify what to avoid in your stories.
4. Explore how to use each selling experience as a storytelling opportunity.
5. Review examples of well-known brands and the origin of their stories.

#### Module 2

##### The Art of Sales Questioning

Listening and asking questions are essential for learning, and success in sales. Embrace curiosity; asking the right questions at the right time uncovers valuable insights from customers and prospects.

In this module, you will:

1. Explore the 6 active listening skills and assess their significance in sales.
2. Identify how to build rapport through questioning.
3. Evaluate varied questioning techniques based on the sales funnel stage.
4. Assess the creation of your own flexible Q&A strategy for predictability.
5. Examine in-depth questioning with the 5 why root cause analysis technique.

#### Module 4

##### Handling Objections

An objection is like a 'speed bump' on the road. It slows the conversation, requires your attention and careful navigation to ensure a smooth continuation.

In this module, you will:

1. Identify objection handling in sales and its various strategies.
2. Explore using objections as opportunities for timely, decisive responses in sales conversations.
3. Review different ways of saying 'No', and using it to set boundaries.
4. Assess common objections and strategies to effectively manage them.
5. Evaluate objection levels at different stages of the sales process.

**Module 5****Creating & Maintaining Urgency**

The inability to create and maintain urgency often delays opportunities in the sales process. When barriers exist, this leads to a lengthening of the sales cycle and a pushback on decisions.

In this module, you will:

1. Identify the importance of maintaining urgency at the sales process's outset.
2. Understand how identifying pain points and needs can drive urgency.
3. Evaluate strategies for building urgency from the start of the process.
4. Review why asking for the business is part of the maintaining urgency process.
5. Identify the non-buying signals that you need to watch and listen out for.

**Module 6****Sales Negotiation**

In every transaction where a need is being fulfilled, there is an opportunity to negotiate. This two-way process is beneficial for both the seller and the buyer.

In this module, you will:

1. Review what negotiation is.
2. Explore effective negotiation management from pre-negotiation to reaching an agreement.
3. Identify your non-negotiables and list of tradeable elements when negotiating.
4. Explore the rules of negotiation and what to actively avoid.

**Module 7****Closing the Sale**

Closing a sale, similar to reaching a mountain's summit, marks the peak of effort, strategy, and perseverance. Unlike a mountain with a defined summit, sales can close at various stages. Recognising these points and formally asking for the business is crucial.

In this module, you will:

1. Examine the formality of closing a sale, including various techniques to use.
2. Evaluate the buying signals you need to be listening to and looking out for.
3. Understand how showing empathy during sales process delays can enhance relationships.
4. Assess strategies for managing delays.
5. Realise the final critical steps once you close the sale.