

# ANDREW DENNY

SALES TRAINING • COACHING • CONSULTING  
UNLEASHING YOUR COMPANY'S SALES POTENTIAL

## EXAMPLE 'BEST PRACTICE' SALES TRAINING COURSE OUTLINE

### COURSE OVERVIEW AND AIM:

This is a one-day course although it is highly recommended that on-the-job coaching takes place post course to help delegates apply the knowledge and techniques, turning them into a skill.

The course is designed to help you or your team structure meaningful sales calls and lift success and conversion rate of business opportunities in order to increase your success and ability to reach satisfactory commercial outcomes for both the customer and your business.

### COURSE OBJECTIVE:

THIS COURSE WILL HELP YOU OR YOUR TEAM TO:

- Identify what 'good' looks like and understand best practice in the sales process.
- Start using a consultative sales structure to ensure there is a logical process to the sales call so that opportunities can be realised.
- Use powerful questioning techniques to develop customer needs, opportunities and pains.
- Use a summary technique to reflect your understanding of customer needs, opportunities and pains and gain minor commitment, showing interest in the client.
- Make presentations that are informative and persuasive, gaining further commitment throughout.
- Effectively overcome objections.
- Close effectively, gaining commitment.

### DELIVERY STYLE:

This course is discussion and activity based to ensure a fun and meaningful experience that makes the learning stick.

WHAT THE COURSE COVERS:

- What is selling and what is the right approach?
- Increasing effectiveness - how can we differentiate from the competition?
- Defining sales effectiveness - the difference between 'average' and 'top' performers.
- The importance and benefits of research and preparation.
- The consultative sale call structure.
- Rapport building skills.
- Creating engaging openings that count.
- Establishing a real need to buy - effective questioning skills.
- Summarise technique.
- Making a sales presentation that leaves the customer wanting more - selling value and benefits, not facts.
- Effective sales talk and use of 'power' words.
- Recognising buying signals and using them to close the sale.
- Closing strategies.
- Handling objections - changing the frame.
- Further sales through effective customer care.
- Gathering and using testimonials to encourage new and repeat business.