



Mattermind Training & Consulting



Image Consulting
Business Institute™

13 YEARS OF TRANSFORMING LIVES



Dale Carnegie



Selling Skills

Unlock Your Sales Potential, Close Deals, and Drive Business Growth

Successful selling is an art that requires a combination of persuasive techniques, strategic thinking, and relationship-building. Our Selling Skills Training program equips sales professionals with the essential skills and strategies to excel in the dynamic and competitive sales landscape.

Coursework:

- Understanding Sales cybernetics
- Concept of SMILE (Search, Meet, Investigate Needs, Lead, Emotion Close)
- Selling & Social Media
- Methods of Spin selling, rain selling, snap selling, challenger sale, conceptual selling, sandler sales, Value selling framework, verdict.

Activities that will be conducted:

1. **Role-Playing Sales Scenarios:** enacting cold calling scenario, a product demonstration, or handling objections. This activity allows participants to practice effective communication, persuasive techniques, objection handling, and closing skills.
2. **Sales Pitch Competition:** learning to prepare and delivers a sales pitch to a panel of judges or the rest of the participants. Encourage creativity, clear value propositions, and effective storytelling. This activity helps participants refine their sales pitch, presentation skills, and ability to communicate product benefits convincingly.
3. **Customer Persona Analysis:** Providing participants with different customer personas representing various demographics, needs, and preferences to develop a sales strategy and tailor their approach based on the specific persona they are assigned. This activity encourages participants to understand customer motivations, adapt their selling style, and personalize their sales approach.
4. **Objection Handling Workshop:** Creating a list of common objections that salespeople often encounter. Pair participants and assign them different objections to practice handling effectively then facilitate a group discussion to share strategies, insights, and best practices for overcoming objections. This activity helps participants develop confidence, active listening, and critical thinking skills in addressing customer concerns.
5. **Sales Scenario Analysis:** Providing participants with case studies or real-world sales scenarios and asking them to analyze the situation, identify the customer's needs, and recommend a sales approach. Encouraging participants to think critically, evaluate different strategies, and present their recommendations. This activity promotes problem-solving, strategic thinking, and sales planning skills.
6. **Sales Simulation Game:** sales simulation game where participants are divided into teams and compete to make sales in a simulated marketplace with different challenges, customer interactions, and sales scenarios for participants to navigate. This activity encourages teamwork, strategic thinking, quick decision-making, and adaptability in a dynamic sales environment.

Key Benefits:

- **Effective Sales Techniques:**
Master the art of sales with proven techniques and strategies. Learn how to identify customer needs, communicate value propositions, and overcome objections to close deals successfully.
- **Consultative Selling:**

Adopt a consultative approach to sales that focuses on understanding customer pain points, providing tailored solutions, and building long-term relationships. Develop the ability to become a trusted advisor to your clients.

- **Communication and Influence:**
Hone your communication skills to build rapport and connect with customers on a deeper level. Learn to adapt your communication style, ask effective questions, and actively listen to understand customer needs.
- **Negotiation Skills:**
Develop the ability to negotiate win-win outcomes that satisfy both your clients and your business objectives. Learn to navigate pricing discussions, handle objections, and create mutually beneficial agreements.
- **Relationship Building:**
Cultivate lasting customer relationships by understanding the importance of relationship-building in sales. Explore strategies to foster trust, enhance customer loyalty, and generate repeat business.
- **Sales Pipeline Management:**
Learn effective sales pipeline management techniques to prioritize prospects, track progress, and optimize your sales efforts. Develop skills in forecasting, opportunity management, and sales reporting.

Our Selling Skills Training program combines interactive workshops, role-plays, and real-world simulations to ensure practical and applicable learning. Our experienced trainers provide personalized coaching and guidance to help you sharpen your selling skills and achieve measurable results.

Invest in your sales success and drive business growth by mastering the art of selling. Contact us today to learn more about our Selling Skills Training program and unlock your full sales potential.

Get trained by ICBI (Image Consulting and Business Institute) & Dale Carnegie Certified Soft Skills Coaches

Communication coach, Softskills trainer, Image Consultant, Business & Etiquette coach Divya offers trainings and coaching that reduce miscommunication – the most common cause of tension in the workplace. With nearly 8 years' experience working in this field, Divya is an MBA and a certified Dale Carnegie & ICBI approved Nabet & SQL trainer.

She uses her skills to improve professional environments and guide teams to communicate in a way that increases satisfaction and happiness at work and in personal relationships.

