

**Selling Skill Workshop**

"Don’t find customers for your products, find products for your customers.” - Siva Devaki

Selling Skill Workshop

Duration: 1 Day

No of Participants: 25-30 Pax

Timing: 9:30 A.M- 5:30 P.M

Target Audience

* Frontline Sales Teams
* Sales Supervisors
* Sales Managers
* Employees Sales Teams

Workshop Objectives

* Understanding sales
* Selling Skills Model & Rapport Building
* First Impression is the Last Impression
* Identify the customer needs & Product/Solution pitching
* Tackling sales objections & Winning the deal.
* Next steps after sales closing



Workshop Outline

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| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30- 10:15 AM | **What’s In It for Me**• Workshop Intro & Agenda• Ground Rules• Icebreaker• Facilitator Intro• Participant Intro & Expectations |
| 2 | 10:15- 10:30 AM | **Pre-Training Assessment** |
| 3 | 10:30- 11:15 AM | **Selling Skills Model**• Understanding the Sales Cycle- The LISTEN Model* Meeting & Greeting the Customer
* Building Rapport- The meaning
* Ways to build Rapport with customer/ prospect
* Things to avoid in Rapport Building
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| 4 | 11:15 - 11:30 AM | **First Tea Break** |
| 5 | 11:30 - 12:15 PM | **Identify Customer Needs•** Customer need Identification- Need & Importance• LADR Model to identify customer needs• Listening actively • Asking Questions (Open Ended Vs Close Ended Vs Probing)• Reconfirm with the customer |
| 6 | 12:15 - 1:00 PM | **Product /Solution Pitching•** Understanding USP• FABing technique of Pitching• Features of the product/solution• Converting USP into elevator Pitch |
| 7 | 1:00 – 1:45 PM | **Lunch Break** |
| 8 | 1:45 – 2:00 PM | **Energiser** |
| 9 | 2:00 - 3:00 PM | **Tackling Objections•** Objection / opportunity• Challenges with objection Handling• Objection handling techniques |
| 10 | 3:00- 3:45 PM | **Enthusiastic Close•** Closing techniques & Its Importance• Why closing gets critical (Challenges faced)• Sales Closing techniques• Physical Meeting’s |
| 11 |  3:45- 4:00 PM | **Second Tea Break** |
| 12 |  4:15- 4:30 PM | **Next Steps- (Generating new leads)•** Importance of the same• Steps that world class sales professionals take after closing• Things to avoid. |
| 13 |  4:30 - 4:45 PM | **Recap of Day**  |
| 14 | 4:45 – 5:00 PM | **Post Training Assessment** |
| 15 | 5:00 -5:30 PM | **Closing**• Q& A• Closing Video • Homework for day 2 (Optional) |

\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client. \*