

**Selling Skill Workshop**

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

Selling Skill Workshop

Duration: 2 Days

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
* Attitude to be a world class sales professional
* Sales Approach & Planning & Prospecting
* Pre-Sales Planning & Tele calling Script
* Selling Skills Model & Rapport Building
* First Impression is the Last Impression
* Identify the customer needs & Product/Solution pitching
* Tackling sales objections & Winning the deal.



Workshop Outline

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| **Day 1** |
| **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 | **Understanding Sales** • Selling - Redefined• Benefits of Sales to Individual & Organisation• Sales Facts |
| 4 | 11:15 - 11:30 AM | **First Tea Break** |
| 5 | 11:30 - 12:15 PM | **Attitude of an effective sales professional*** Building a positive sales attitude
* Solution Centric Approach
* Ownership
* Avoid Blame Game
 |
| 6 | 12:15 - 1:00 PM | **Sales Approach & Planning*** Understanding the Sales Funnel
* Suspects and Prospects
* Lead Categories- Hot, Warm & Cold
* Forecasting the business and building a monthly sales pipeline**.**
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| 7 | 1:00 – 1:45 PM | **Lunch Break** |
| 8 | 1:45 – 2:00 PM | **Energiser** |
| 9 | 2:00 - 2:45 PM | **Tele calling Script (Cold Call Vs Existing Customer call)**• Tele calling Script- Need & Reason• Components of a tele calling script• Greetings over the call• Generating Interest• Generating appointment/ Opportunity |
| 10 | 2:45 - 3:45 PM | **Pre-Sales Planning (Before meeting the prospect)*** Pre call Homework
* Preparing the route plan
* Sale Kit
* Competitor Analysis
 |
| 11 |  3:45- 4:00 PM | **Second Tea Break** |
| 12 |  4:15- 5:00 PM | **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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| 13 |  5:00 - 5:15 PM | **Recap of Day 1** |
| 14 | 5:15 -5:30 PM | **Closing**• Q& A• Closing Video • Homework for day 2 (Optional) |
| **Day 2** |
| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30-10:00 AM | **What’s In It for Me•** Recap of Day 1-Activity• Agenda |
| 2 | 10:00- 11:15 AM | **First Impression is the last impression** • Greetings • Handshake• Business Card Etiquette• Eye Contact• Formal Dressing Males & Female* Other Sales Etiquettes
 |
| 3 | 11:15 -11:30 AM | **First Tea Break** |
| 4 | 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 wit the customer |
| 5 | 12:15 - 1:00 PM | **Product /Solution Pitching•** Understanding USP• FABing technique of Pitching• Features of the product/solution• Converting USP into elevator Pitch |
| 6 | 1:00 - 1:45 PM | **Lunch Break** |
| 7 | 1:45 - 2:00 PM | **Energiser** |
| 8 | 2:00 - 3:00 PM | **Tackling Objections•** Objection / opportunity• Challenges with objection Handling• Objection handling techniques |
| 9 | 3:00- 3:45 PM | **Enthusiastic Close•** Closing techniques & Its Importance• Why closing gets critical (Challenges faced)• Sales Closing techniques• Physical Meeting’s |
| 10 | 3:45- 4:00 PM | **Second Tea Break** |
| 11 |  4:00- 4:30 PM | **Next Steps- (Generating new leads)•** Importance of the same• Steps that world class sales professionals take after closing• Things to avoid. |
| 12 |  4:30- 4:45 PM | **Recap of Day 1 & Day 2** |
| 13 |  4:45 -5:00 PM | **Post Training Assessment** |
| 14 |  5:00 - 5:30 PM | **Closing•** Feedback forms• Q& A (If any)• Closing Video (If any)• Group Photo |

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