

**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**.** |
| 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 |
| 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. \*