

## SALES - SEAL THE DEAL

*US 10047 / NQF 5 / 5 Credits*

Know your product, know your customers' needs, overcome the fear of rejection, and follow a proven approach to obtaining a series of commitments to confidently close the deal.

This course delves into the sales processes, principles and techniques involved in order to successfully close a deal.

### **WHO SHOULD ATTEND**

- All staff in a sales environment
- Sales Executives
- Sales Managers, Operations Managers and Account Managers
- Small Business Owners
- Anyone wanting to start their own business

### **HOW YOU WILL BENEFIT**

- Learn to be a trusted advisor to your customer
- Develop the correct mindset towards selling
- Identify your "ideal customer"
- Confidently apply the 10 Commitments to your sales approach as defined by Anthony Iannarino:
  - Time
  - Explore
  - Change
  - Collaborate
  - Build Consensus
  - Invest
  - Review
  - Resolve Concerns
  - Decide
  - Execute
- An Excel based tool will be provided to monitor your sales leads through the 10 commitments
- Confidently apply personal selling skills to sell products or services
- Acquire fundamental, usable skills that will help to improve your sales
- Analyse products and customers correctly
- Overcome communication barriers - learn to convey a clear and concise message
- Identify your customers' needs using questioning techniques, active listening and empathy
- Know the questions to ask, when to ask and how to ask
- Overcome objections you're likely to encounter
- Recognise buying signals
- Build up resilience - equip yourself with skills to overcome the fear of rejection and to handle customer objections
- Learn techniques to retain customers and build loyalty

### **PTO For What Will Be Covered**

*Two-day course 08:30 - 16:00*

*Tel: (031) 267 1229*

[sales@kznbtc.co.za](mailto:sales@kznbtc.co.za) / [www.kznbusinessstraining.co.za](http://www.kznbusinessstraining.co.za)

## **WHAT WILL BE COVERED**

- Product, service and client information in relation to selling the product or service
- Anthony Iannarino's 10 Commitments that lead you to closing the deal
- Listening, observation and questioning techniques in relation to closing the deal
- Techniques to identify and qualify the customers and their needs
- Sales presentation techniques to enable the deal to be closed
- Handling objections by the customer
- Identifying closing or buying signals
- Closing techniques in terms of confirmation of commitment or decision to purchase
- Completing all relevant documentation to confirm the deal
- Apply processes for follow-up with customers in terms of monitoring the fulfilment of the deal

*Two-day course 08:30 -16:00*

*Tel: (031) 267 1229*

[sales@kznbtc.co.za](mailto:sales@kznbtc.co.za) / [www.kznbusinessstraining.co.za](http://www.kznbusinessstraining.co.za)