

First Touch Presents

ESSENTIAL SALES SKILLS – THE NEW NORMAL

Developing effective selling skills by e-mail, telephone, video call and in person

Plus, tips and techniques for working from home

Is it right for you?

The pressure on developing business is relentless and with customer preferences changing it is important we develop our selling skills across all forms of communication including the telephone, e-mail, messaging, in person and the ever growing online video call. This workshop will help you with the essential techniques needed to adapt to the "new normal" including how to stay motivated and work effectively from home

What will you learn?

You will learn how to plan to achieve your targeted sales. We will show you how to adapt your activity to maximise contact time and minimise travel. We demonstrate how to prepare for each call or contact to ensure the best result. We share techniques for cross selling and upselling and key account development. We explore sales skills for inbound and outbound calls and show you how to present yourself in video meetings. You will also learn the key reasons why people buy and how to use the seven-touch strategy to dramatically improve your results

The Behaviour of Success

Understanding need – why people buy
How is a sale made? What will influence a "Yes" decision?
The seven-touch sales strategy
Being organised and staying motivated

The Sales Model

Customers, prospects, and targets
Activity management – Quality, Quantity, Direction
Achieving target – a new look

The FIRST Principle

How to open your calls for maximum impact
Question, listen, summarise
Video calling – when? why? how?
How to conduct a video meeting

Cross Selling and Upselling

How to recognise opportunities to increase the value of the conversation.
The difference between features and benefits

Closing the Sale

Understanding individual buyer motivation
Recognising buying signals
Best practice closing strategies

Key Account Development

Working with decision makers and influencers
Maximising sales from key accounts
The key account matrix

Not Enough Leads?

Outbound calling
Getting through the gatekeeper
The reason for the call is....
How to keep going when things get tough