



Face to Face Selling

Course Objectives:

Time spent with clients is precious and so it is important that the time you have with them is as positive and productive as possible. Face to face business selling is one of the most effective ways to achieve this. It provides the sales person with a broad set of strategies to build client confidence and relationships in a way they wouldn't be able to if they were using alternative methods. This course looks at the powerful tools and techniques available to face to face sellers to help them engage, adapt and connect successfully with clients to maximise sales opportunities.

Who Should Attend?

Those with or without previous non-facing sales experience who are new to a face to face selling role or those who want to improve their client relationship skills.

Course Content:

This highly interactive and fast paced course covers the following topics:

- Understanding the buying and selling process
- What makes a top sales performer
- Personal presentation
- Forget words – what else are they telling you ... and what are you telling your client!
- Developing rapport and confidence through non-verbal communication techniques
- Planning and preparing
- Opening and focusing a sales meeting
- Listening, asking and presenting solutions
- Anticipating resistance and overcoming objections
- Closing with confidence and continuing the relationship

On successful completion of the course, delegates will receive a C&C Training Certificate of Attendance.

Duration: 1 day

