



**The Boardroom**  
ASSESSMENT CENTRE

## **Selling Skills Masterclass**

**Public course event: 21-23 April 2020**

**3 x days**

### **Who is this course for?**

Anyone to selling business to business, either face to face or over the phone. This could include, new salespeople, but also experienced sales professionals who need to refresh and update their skills, knowledge, and sales tools. This practical and interactive sales training programme brings to life key sales competencies, through a unique blend of processes, skills, behaviours and solution selling philosophies – vital ingredients to win, grow and retain customers.

### **Business and personal benefit**

An organisation's major asset is its salespeople, and high performing sales teams are well trained, with the skills, qualities, tools and knowledge to excel.

The Boardroom's Selling Skills Masterclass public programme provides salespeople with 'best practice' skills, tools, techniques and knowledge to be successful in any sector.

This course enables salespeople to learn, discuss, adapt and practice key selling skills adapted from the well-researched behaviours of high performers from across industry.



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### Course Outcomes

You will leave the course with:

- An understanding the power of your value proposition
- The skills to communicate persuasively and with impact
- A professional structure for planning for and executing sales meetings
- The ability to read people & adapt your communication style to be more influential
- The confidence, skills and methodology to handle customer objections
- The ability to use structures probing questioning to identify customer needs
- The skills to present a financial justification for your products / services
- Win true customer commitment through professional 'closing'
- Assess your own communication style and adapt it to suit your customers
- Apply a proven sales structure and process during every future sales scenario
- Research and target the right prospects and customers to generate results
- Apply the concept of 'tailored solutions', with YOU Factor ensuring the customer is your focus at all times
- Deploy key strategies for winning business and gaining customer commitment
- Plan your calls professionally
- Sell by setting clear short, medium and long term sales objectives
- Gain and retain your customers' attention
- Ask value driven questions to fully uncover your customers' needs
- Motivate customers to buy
- Respond to and manage objections confidently and professionally
- Keep developing your client relationships for long term profitable business

### Style of learning

- Our Selling Skills masterclass programme is interactive and highly participative in style.
- We ensure your learning experience is 100% relevant to 'real life' situations
- All trainers / facilitators are highly experienced and successful leaders themselves



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## **Before, during & after your programme**

- The Boardroom's App with pre-course registration / post-course material download
- Pre and de-brief calls to establish goals and assess progress
- A comprehensive management development tool to use immediately on your team
- Comprehensive materials including copy of all slides and tools used
- Post-course project and on-line supportive mentoring session with Trainer