

# Online Sales Skills

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In this sales skills course, we aim to provide those that attend with the skills and approaches required to get sales, ensuring the customer buys the person selling and in turn what they are selling.

**By the end of the session, attendees will:**

- Understand the importance of the salesperson
- Be able to set clear sales objectives
- Understand how to establish customer needs and wants in order to match the product or service
- Be able to use a simple sales conversation structure to increase the likelihood of success
- Know how to avoid/overcome objections
- Be able to effectively close the sale

## Course Content

- Skills and behaviours of an effective sales person
- Difference between needs and wants
- Questioning to understand needs
- Positioning and matching products and services
- How people make decisions to buy
- Avoiding/Overcoming Objections

## Course Benefits

- Increase sales levels
- Secure more appointments
- Use effective questioning techniques
- Close more sales

## Session Breakdown

### The Sales Process

- Looking at the sales process from start to finish
- Why people buy?

### Developing Sales Skills

- Approaching and building relationships with customers
- Effective communication skills and building rapport
- Identifying customers needs through conversation

### The Sale

- Structuring the sale
- Matching products to needs
- Describing Features, Advantages and Benefits
- Overcoming resistance
- Closing the sale

## Delivery Options



### Virtual In House

We can deliver this course as a virtual online training course for your business

Contact us for a quote to have this course delivered in-house.



### Online Open Course

We deliver this course as an online virtual open training course.

Each space costs £195.00 + VAT/€215.00 per person

### Course Information

This is a **one day online** training event that Revolution Learning and Development deliver as a virtual online training course or virtual in-house training course.

We also deliver this as a one-day open classroom based course or the course can be delivered on-site at your business.

When we deliver this course in house, we can make this more bespoke to your needs.

The cost of our open courses includes the learning materials.

To discuss your individual needs, email [hello@revolutionlearning.com](mailto:hello@revolutionlearning.com) or call us. If you're in the UK it's 03333 444575 and if you're in the ROI it's 015549779

Booking terms and conditions are available on our website.

