

IMS Training

Sales techniques

- Presentation skills
- The role of selling in today's business: characteristics and attitudes
- Knowing your market, knowing your products
- The sales model
- Prospecting and pre-sales approach for products and services selling
- The Art of persuasion
- Negotiation skills
- Answering sale's objections
- Conflict resolution

Goals of the training: To sell according to the differences of the 2 buyer types: those who are motivated by benefits and values, and those who focus on problem solving.

Your Sales Team's Objectives:

- Recognize whether people are "to" or "away."
- Learn and develop questions that identify the buyer type.
- Design distinct language choices for each buyer type.
- Identify techniques to help the buyer quantify his decision
- Recognize how poor prospects drain sales reps of valuable time, physical and emotional energy, and money in lost commissions.
- Determine the criteria for their ideal prospect.
- Identify and practice using questions that will DQ (disqualify) a prospect.
- Craft responses that will enable them to graciously say "no" to a prospect.

- Identify their top 5 objections.
- Use 2 methods to create several powerful responses for each objection.
- Use the group's experience to brainstorm responses.
- Use an advanced strategy to respond with clarifying questions.

Target audience: Sales team, sales managers, supervisors.

For more information contact us:contact@ims-research.com