



Specialised



# Sales Success Skills - Traditional and Online Selling Skills



2 Day Course



Classroom or Virtual  
Blended Training



## About the Course

 **Classroom:** R 6, 850 Excl. VAT | **Virtual Training:** R 6, 200 Excl. VAT

Salespeople have been around forever. Traditionally their role has been to make a product or service known to prospective buyers and lead them towards a purchase. Nowadays, all that information is available online and by the time your product is relevant to a prospect, they already know both about it and your competitor's offerings. The power no longer lies with the salesperson but rather, the buyer is the one wielding the power.

This powerful 2-Day **Sales Success Skills** course will help you to better understand and succeed in the new sales landscape, one that is dominated by knowledge gained from the internet and technology, and the impact that this knowledge has had on the way in which prospects make buying decisions. Sales skills rather than product knowledge will now become the differentiator between sales success and failure.

In this rapidly changing and highly competitive environment, only those with an expert knowledge of how to build powerful networks based on personal relationships, and a customer-centric focus will succeed.



[View Public Dates](#)



2 Days



Accessible from any Location on any Device



Certificate of Attendance

## What you will learn

- Understanding today's sales landscape and how you need to adapt to ensure that you continue to thrive
- Examining the "Personal Brand Revolution" and how this can be a powerful tool to help you generate more leads and convert more opportunities.
- Detailing different communication styles and why you need to be proficient in all of them to be an effective salesperson
- Identifying the most commonly encountered buyer objections and some proven techniques you can use to overcome them to consistently close more deals
- Explaining the importance of sales prospecting and why you can't hope to be successful unless you are continuously working on growing your prospect pool
- Introducing the concept of "Social-Selling" and why you can't afford to ignore it any longer
- Exploring the power of social media, and the dangers and opportunities of using it as a sales tool
- Understanding and identifying Buying Signals and getting your timing right to act on them to help you close more sales, more often
- Discovering why you should be more customer-centric in your sales approach and how this technique can lead to more repeat business

## Who should attend

Sales Representatives, Key Account Managers, Business Development Managers, Customer Service Consultants, Sales Managers, General Managers, Business Owners, Sales Executives, Marketing Professionals, Supervisors

# Course Programme Agenda

## Part I – An Overview of Sales

### A Brave New World - Understanding Today's Sales Landscape

- Who is the South African customer and what influences their decision to purchase?
- Defining the "Experience Economy" and the impact it has on the way you sell
- Understanding E-Commerce and its impact on your role
- Meeting the Millennials – find out what makes them tick, and what their expectations are during the sales process
- Finding out why salespeople are still relevant in the Digital Age

### Using the Power of your Personal Brand to Develop Long-Term Sales Relationships

- Detailing why the Personal Branding Revolution is NOT over
- Understanding why Personal Branding is not about you but rather all about authenticity
- Learning the principles of brand building, and how to use your social media profiles to build your personal brand
- Developing a Personal Value Proposition as the heart of your sales strategy
- Introducing the Authentic Sales Professional – someone that sells from the heart
- Being yourself and not getting lost behind a smokescreen of sales techniques

### The Art of Powerful Communication

- Understanding why effective communication is based on the exchange of persuasive and believable information
- Identifying the differences between the 4 common personality types and how to sell to each
- Discovering the 4 Different Communication Styles you can use to adapt in order to match your client's preferences
- Learning how to use Body Language and Voice Tone to overcome communication barriers
- Employing Active Listening Skills to increase understanding and develop rapport

## Part II – Drilling into the Sales Process

### Essential Communication Skills for Salespeople

- Discovering how to ask the right questions at the right time
- Identifying the key principles for using persuasive communication in sales
- Practical Tips on how to overcome common buyer objections – Budget, Authority, Need, Timeliness and Value
- Identifying when "No" really means "No", and what your new goal should be

### Growing Warm Prospects into Hot Leads

- Understanding what the future of Cold Calling is and if it is still relevant
- Introducing practical prospecting tips and techniques to help you grow your prospect pool
- Discovering how to pre-qualify sales leads in order to save you a lot of wasted time and ensure you focus on the hottest leads
- Learning how to identify and understand your prospects' needs and how you can meet these
- Assessing whether Instant Messaging is appropriate when developing a Sales Lead

### Social Selling – What It Is, Why You Should Care and How to Do It Right

- Defining Social Selling – A new sales imperative
- Understanding how Social Selling can be used to identify Buyers, Decision Makers and Influencers
- Discovering the secrets of Social Media Prospecting and which platforms you should be focusing on
- Developing a toolkit to help you implement a Social Selling strategy
- Gaining the tactics and tools to leverage social media for sales success



## Course Programme Agenda

### Turning Leads into Sales – Identifying What Customers Really Want and Need

- Understanding the importance of Questioning in the sales process and how this goes hand-in-hand with Active Listening
- Discovering how Perceptions are formed and how they directly impact purchase decisions
- Learning how to think like your customer – applying the customer focused approach and understanding why benefits are essential to your client
- Understanding the importance of “Relationship Selling”
- Detailing 6 practical ways to get real feedback from your customers

### Why is a Sales Presentation different to a Normal Presentation?

- Discussing the two types of presentations: Informative and Persuasive, what the difference is and when to use each one
- Introducing a step-by-step guide to putting together an engaging presentation
- Discovering proven techniques to give your prospect a compelling reason to focus on your presentation
- Reading your audience and knowing how to engage and draw them into the presentation
- Learning how to identify buying signals during the presentation, and make note of them

### Become a Consistent Closer

- Discovering why you should treat every interaction as a milestone and what the objective of each should be
- Understand Buying Signals and knowing when the right time is to act on them
- Learning proven and easy to implement methods for closing deals
- Introducing the essential Negotiation Skills, you will need to help you close any deal
- Identifying when you have already closed the deal and it’s time to stop negotiating

### Successful Sales means Exceptional Customer Service

- Learning proven techniques on how to give your customers the ‘WOW factor’ experience and ensure their repeat business
- Discovering the 5 Dimensions of Service Quality
- Knowing what it means to be “Customer-Centric” and why it should be a central part of your Sales Strategy
- Identifying ways to convert a complaint into a possible Customer Service or Sales Opportunity
- Is there such a thing as too much Customer Service?

**This interactive course, will equip you with the essential techniques and strategies to help you build relationships and networks, create meaningful customer experiences and ultimately close more sales and exceed your targets. This is your opportunity to take that first step!**

# Short Course Training Formats

We offer 2 Short Course Training Formats, to fit in with your staff development and upskilling objectives.



## Public Training

Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.

\*Classroom training (Johannesburg only) and Blended / Virtual Training (nationwide) is available.



## Onsite / In-House Training

Have a group of delegates and want a tailored organisation-specific training solution? Onsite training is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

\*Classroom training (nationwide) and Blended / Virtual Training (nationwide) is available.

Blended training is available on these popular platforms:



# Benefits of this Short Course

- Staff Acquire Vital Skills
- Increases Efficiency and Productivity
- Motivates and Empowers Staff
- Future-Proofs your Workforce's Abilities
- Immediate Impact on Job Performance
- Can lead towards a Competitive Advantage
- Can Count towards your B-BBEE Score
- Provides a Great Networking Opportunity

# Features of this Course

- Accessible from any Geographic Location
- Expert Facilitators
- Practical and Intensive Sessions
- Researched to Meet Workplace Demands
- Skills you can 'Plug-and-Play' into the Workplace

## CBM On-Demand Training when YOU need it!

No public training short course scheduled on a date when you need it most? No problem. With **CBM On-Demand** we can schedule any course you want, for as many delegates as you need, when YOU want to!

All you need to do to arrange your 'On-Demand' course is to get in touch with us on (011) 454 5505 or email [cassidy@cbm-training.co.za](mailto:cassidy@cbm-training.co.za). Let us know what your skills development requirements are and we will then arrange your On-Demand course, when YOU need it.



## Interested? Here's the Next Step



### SIGN UP NOW AND SECURE YOUR PLACE

1. [Click here](#) to register online.
2. Select the training methodology you prefer and the date you would like to attend.
3. Click "make a booking" and fill out the quick online registration form.
4. Choose your payment method to finalise the booking and pay via EFT or credit card.

OR

Click on the buttons below to get a cost estimate before booking.

Work out a Cost Estimate

Request a Quotation



### HAVE ANY QUESTIONS?

Our professional customer support team is eager to assist and provide you with comprehensive advice and recommend effective skills training solutions.

[Click here](#) to start a live chat with an agent *(available during business hours only)*.

Alternatively, call us on +27 (0)11 454 5505 or email [info@cbm-training.co.za](mailto:info@cbm-training.co.za).

## ACCREDITATION AND B-BBEE



CBM Training holds full institutional accreditation status with the Services SETA – accreditation number 0057.



CBM Training has a B-BBEE Level 2 certificate. We have been evaluated and audited by the BEE Verification Agency.

## GET IN TOUCH

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