

Selling Professional Services

Everybody is always selling something. However only a few people can delight existing customers and attract new ones. This course presents the fundamentals of sales and selling process. During the course the participants will learn to get into the mindset of a salesperson, distinguish between features and benefits, handle objections and effective closing techniques. They also understand how to talk to prospects, how you present one's self and how to relate to the customer.

Course Outline

- Introduction
- Image
- The Sales Process
- Traits and Trust
- Communication Skills In Sales
- Expectations, Features & Benefits
- Documents
- Handling Objections

Who Should Attend

Middle level staff such as:

- Sales managers
- Sales representatives

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Course Duration

The standard duration of this course is 12 contact hours.

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Identify the main obstacles that can block sales
- Understand the nature of selling viewed as a process
- Understand a range of sales techniques from preparing a proposal through to closing the sale
- Use these techniques to build an effective sales process
- Explain the benefits of having an effective sales process that can be used consistently to deliver better sales results

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions
- Case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

For more information please feel free to contact:

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