

## MONA SCHOOL OF BUSINESS & MANAGEMENT

THE UNIVERSITY OF THE WEST INDIES, Mona

### COURSE OUTLINE

Programme: Executive Development Courses

Course Title: Professional Selling Skills

Contact Hours: Six (6)

This workshop focuses on the activities required for the effective performance of retail Sales team members and is based on practices observed by successful Sales Professionals. The objectives are to help Sales Professionals develop and sustain key activities and behaviours that will enhance needs-based collaborative selling skills and relationship building. It also focuses on the proactive activities and practices that nurture client satisfaction and loyalty, and provide mutually beneficial solutions. This will ultimately result in increased share of wallet and a win-win-win situation for Sales Professionals, their organization, and their clients.

#### CONTENT:

Two main areas are covered:

- **Proactive Contact Activities** - this is based primarily on the concept of proactively contacting higher value connections as against attempting to grow solely based on walk-in traffic. You can differentiate yourself in the marketplace by using proactive selling skills, rather than responsive selling where the client knows what they want and sees you primarily as an order taker. As proactive sellers, you invest the time and effort to educate the client about unrealized needs and opportunities, thereby creating value for your client and enhancing their buying experience. Your competitive advantage will come from the strong rapport that you build with a well-educated client and a professional approach to the competition.
- **Relationship Selling Skills** – These are used to differentiate yourself by using the End to End Sales process and taking the time to understand and identify the real needs of your clients. You do this by asking effective questions and listening, in order to create value and find the right, creative, flexible solutions to help your clients to achieve their Goals. You will be able to meet the many needs of your clients by taking a holistic approach of their finances, bundling areas of advice, and identifying the solutions best suited to their needs. The training helps you to focus on one client need at a time while ensuring you provide multiple areas of advice and product offerings.

## OBJECTIVES:

Upon completion of this workshop, participants should be able to:

- Develop a Lead Generation Network
- Network effectively
- Use Power Scripts to make calls and get appointments
- Deal effectively with Objections.
- Get Ready to meet the client
- Welcome the Client and Build Rapport throughout the Appointment
- Discover clients' needs
- Match and Propose the right solutions based on needs identified
- Effectively "Ask" for the business
- Wrap up an Appointment successfully
- Stay in touch with clients.

## METHOD:

Several training methods are used during this Workshop to ensure full participation and lively interactive discussions, including:

- (a) Presentations
- (b) Individual Exercises
- (c) Team Exercises

### **What each participant gets:**

- 1) Each Sales Professional will be provided with a Workbook which will include:
  - a. A Professional Selling Skills Reference Guide
  - b. Sales Forms

## EVALUATION:

Participants will be evaluated by way of group and individual exercises as well as a quiz.