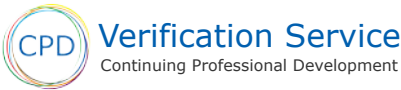
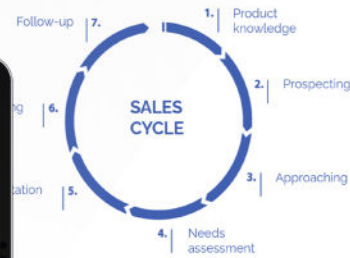


# SALES SKILLS



## Major sales skills

When working in sales, we usually follow a certain sales cycle. This cycle includes all the activities that lead to the closing of a sale. The steps of the cycle may differ depending on the company's approach. Below you can see one option of a sales cycle.



## Value

You add value to the sales process by making your customer aware of potential problems and providing solutions that they haven't thought of. However, when developing your sales mindset, you should understand what the customer would view as valuable. Try asking yourself - **Would the customer be ready to pay for our sales conversation itself?**



## Training infographic

85 18 6 140

## ACTIVE COURSES



7h 42m  
TRAINING TIME

## OVERVIEW

## OBJECTIVES

The ability of employees to deploy effective sales skills plays a crucial role in ensuring good communication and positive customer service. A well-trained workforce leads to increased sales. Employees who receive thorough training are equipped with the knowledge and expertise to effectively serve customers and handle various situations, ultimately increasing the likelihood of achieving positive outcomes.

A slick sales process contributes to improved customer retention. When customers are satisfied with the products or services of a company and perceive the organisation as reliable, they're more likely to become repeat customers. Additionally, they may share their positive experiences, enhancing the company's reputation.

This course provides the tools to increase confidence and expertise, to navigate the sales process with finesse, connect with customers on a deeper level, and close deals that drive your organisation towards continued success.

- To put it simply, this course is aimed at helping to improve the learner's selling skills
- Understand the importance of sales skills
- Explain some of the psychological concepts behind sales skills and why people buy
- Adopt a mindset that focuses on the buyer's needs
- Use solution selling to position a sale towards the issue a customer is having
- Apply specific sales skills, tools and techniques to gain results



### DURATION

30 minutes. Including interactions and assessment.



### AUDIENCE

Although predominantly aimed at salespeople, this course would suit many employees, as sales plays a part in many roles.



### CERTIFICATION

Upon completion of the course the learner will receive a CPD certificate.

