

“How to Master the Selling Process Effectively”

(English Material)

Course Length: 12 hours (3 hrs/day)

Language: English/Arabic

Who Should Attend

This course is designed for those who are interested to interact with clients for the sake of their companies' success. Sales Executives, Account Executives and New Sales Hires are recommended to attend this course.

Course Objectives

This is an interactive selling course, that allows participants to practice activities and role plays related to the selling techniques. By the end of this course, participants will be able to identify the sales process, define salespersons' characteristics, evaluate the essence of consumer behavior, and identify the sales promotion strategy.

Course outline

1. Sales Ground Rules
 - a. The hits and myths of selling
 - b. Selling Process

2. Salespersons' Basic Skills
 - a. First Impression and Building Rapport & Trust
 - b. Body Language
 - c. Essential Selling Skills
 - d. Persuasive Presentation Skills

3. Handling Customers
 - a. Types of Customers
 - b. Respond to Customers' objections with confidence
 - c. Win and hold Customers' attention

4. Sales Promotion Strategy
 - a. Advertising that sells
 - b. Price Promotion
 - c. Retail Promotion
 - d. Trade Promotion
 - e. Consumer Promotion