



Griffin Training

Solutions for a Modern Workforce

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Sales Training Courses

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Basics of Sales

The most important activity a profitable organisation undertakes is selling. After all is said and done, selling is what good business is all about. Without the ability to sell a product or service no organisation can become profitable. It is therefore vitally important to understand the basics of selling. This course is perfect for anyone who wishes to gain a deeper understanding of the basics of sales and the sales process. On completion participants will have gained the knowledge necessary to understand the basics of sales, on what basis decisions are made, how to deal with objections, as well as the practical skills necessary to actively engage in the sales process in order to achieve positive results.

Objectives:

- To understand the basics of sales
- To gain an understanding of the basis for all decisions
- To gain the skills necessary to implement the sales process effectively

Content:

- Sales, the True Engine Behind Business
- Sales as a Process
- Getting to Grips with Your Product
- Getting to Grips with Your Customers
- The Basics of Sales
- Selling Yourself
- Setting Goals
- Selling Your Product
- The Sales Process
- First Impressions-Making Your Mark
- Managing the Sales Process
- Handling Objections
- Closing Well
- Making the Sale
- Presentation Skills
- Follow Ups and Future Sales
- The Bottom Line

Telephonic Sales

The aim of this course is to provide staff with the skills necessary to effectively deal with sales enquiries over the phone and to solicit a positive response from potential customers. To achieve this aim participants will need to understand the sales process, decision making criteria, dealing with objections, and closing the deal. The course will focus on the sales process, when it begins, what routes it follows and how to know when it is concluded. Participants will look at what criteria are essential to make a decision (including emotional states and necessary information), cross selling, how to handle objections effectively and finally how to close the deal. The course will also touch on telephonic etiquette with a strong focus on telephonic sales.

Objectives:

- To understand the sales process
- To effectively utilize the sales process to gain sales
- To gain the skills necessary to manage objections
- To gain the skills necessary to assist in decision making

Content:

- Introduction to Telephonic Sales
- The Telephone as a Communicative Tool
- Basic Telephonic Communication Skills
- Selling as a Process
- The Process Begins-Grabbing Attention
- The Process Continues-Keeping Attention
- Decision Making Criteria
- The Will and Desire as the Basis for Action
- Appealing to the Will and Desire
- Managing Objections
- Cross Selling
- The Process Closes-Closing Well, Make the Sale
- Reinitiating Old Clients

Cold Calling

The telephone is a powerful tool that can be used to great effect in the modern business environment. Cold calling is just one of the ways modern companies are using the telephone to improve sales. Companies who engage in cold calling take up to 85% of the new business in their market. While many are scared of cold calling and believe that it takes a certain type of person, this is not the case. Cold calling needn't be scary nor negative and anyone can do it. This is the perfect course for those who want to develop or improve their cold calling skills. On completion participants will gain the skills necessary to engage in the cold calling process effectively, overcoming their fears and implement a strategy to improve both prospects and sales.

Objectives:

- To understand the basics of cold calling
- To gain the skills necessary to overcome the fear of cold calling
- To gain the skills necessary to implement an effective cold calling campaign
- To learn how to effectively use cold calling techniques to boost business revenue.

Content:

- Introduction to Cold Calling
- Preparation Skills
- Mastering Your Fear
- Creating an Effective Cold Calling Frame of Mind
- Building a Case, Prospecting
- Effective Prospecting Tips
- Pre-Calls
- Diffusing and Preventing Initial Objectives
- The Mechanics of Cold Calling
- Making that Call
- Getting Calls Returned
- Getting Past First Base; The Gatekeeper
- The Power to Hear
- Gaining, Keeping and Giving Authority
- Second Base: The Introduction
- Developing and Mastering the Attention Statement
- Third Base: Count the "No's"
- Dealing with Objections
- Selling, The basis for all Sales
- Home Run, Set that Appointment, Make that Sale
- Practical Tools and Techniques to Improve Your Cold Calling

Face-to-face/Retail Sales

At the heart of all sales is an inter-personal relationship between an organisation and its customers. All sales are made against this backdrop. Even in this high-tech age of online sales, customers are made or lost on the bases of inter-personal connections. If a customer fails to make a personal connect with an organisation there is very little chance a sale will be made. This is even more important when it comes to face-to-face sales. In this case the face-to-face sales representative becomes the face of the organisation and the point of contact with a customer. Therefore, if a company wants to be successful in its face-to-face sales its employees need to learn how to sell face-to-face and connect with customers.

This course is perfect for anyone engaged in face-to-face sales be that retail, service, hotel/catering industry or the sales rep. The course is designed to assist participants to gain the skills necessary for face-to-face sales. During this course participants will gain the knowledge of the basics of face-to-face sales, as well as the skills necessary to actively engage in face-to-face sales, handle objections, manage difficult clients professionally, connect with customers and elicit a positive response.

Objectives

- To understand the basics of face-to-face sales
- To gain the skills necessary to actively engage in face-to-face sales
- To gain the skills necessary to manage objections and difficult clients
- To gain the skills necessary to connect with customers
- To gain the skills necessary to elicit a positive response from a client

Content:

- An Introduction to Face-to-face Sales
- The Basics of Face-to-face Sales
- Modern Professional Etiquette and Mannerism
- Knowing Your Product
- Knowing Your Client
- Knowing Yourself
- Self Management and the Primary Tool for Face-to-face Sales
- The Sales Process
- Sales Communication
- Connection as the Basis of Sales
- The Role of the Will and Desire
- Basic Motivational Techniques
- Managing Objectives
- Handling Difficult Clients
- Closing the Sale
- General Tools, and Techniques to Improve Face-to-face Sales

Neuro-Linguistic Programming

The mind is an amazing organ that has the ability to create change both within ourselves and within others. Neuro-Linguistic Programming is one of the most sophisticated and effective means currently available to promote change. At the root of it is a focus on communication and change. The underlying premises is that everyone is born with the same basic neurology and that all our actions are controlled by our nervous system. Modern research has found that we are able to control this nervous system through specific forms of internal and external communication. This can be used to great effect when one wishes to influence the manner in which one, or those around one, responds.

This course is perfect for those who wish to gain a basic introduction to Neuro-Linguistic Programming in order to use it as a powerful business tool. On completion participants should understand the basics of Neuro-Linguistic Programming, the premises' on which it is based and the practical implications of Neuro-Linguistic Programming. Participants will be introduced to practical tools and techniques in order to begin using Neuro-Linguistic Programming immediately so as to positively influence themselves and others.

Objectives:

- To gain a solid introduction to Neuro-Linguistic Programming
- To understand the bases for Neuro-Linguistic Programming
- To gain the skills necessary to implement Neuro-Linguistic Programming in ones' daily life
- To gain Neuro-Linguistic tools and techniques to positively influence oneself and others

Content:

- Introduction to NLP
- A Brief History of NLP
- Some Basic Assumptions
- The Brain and Its Neurological Structure
- Communicative Buttons used by the Brain
- Influencing People Through NLP
- The Toolbox of NLP: Anchors, Controls, Logical Levels, Secret Programmes, etc.
- Words used to Enhance Meaning
- Hypnotising Your Audience
- Tales and Stories that Reach the Subconscious
- Asking the Right Questions
- Applications of NLP

Sales Presentation Skills

Sales presentations are an important part of many sales teams. This course is designed to assist salespeople to gain the knowledge and skills necessary to deliver effective sales presentations. In order to deliver an effective presentation the salesperson must have an understanding of the basic motivation behind purchases, how to connect with prospects, prepare sales presentation scripts, deliver presentations effectively, handle objections and finally how to close the deal.

Objectives:

- To gain an understanding of the motivations behind purchasing
- To gain the skills necessary to design effective sales presentations
- To gain the skills necessary to deliver effective sales presentations

Content:

- Introduction to Sales Presentations
- Why People Buy-Will, Desire and Motivation
- Developing Sales Presentation Scripts
- Evaluating and Improving Sales Presentation Scripts
- High-impact Communication
- Delivering Sales Presentations
- Handling Objections
- Closing