



Essential Selling Skills

Joining Instructions
DoubleTree by Hilton Islington, London

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Become A **More Effective Sales Person** By Receiving A Thorough Grounding In All Of The Main Essential Skills Of Selling, How To **Overcome Those Objections** & How To **Close More Business**

Course Overview

Our **2-Day Essential Selling Skills Training Course** is the perfect solution for salespeople looking to improve their sales process and close more sales. It's ideal for those who have had no formal training or are new to the role.

Our course will provide you with techniques and strategies to overcome objections and understand the sales process, **allowing you to exceed your targets.**

The course is a **formally endorsed qualification by the Institute of Sales Management (ISM)**, which is an industry recognised benchmark for high-quality sales training programmes.

Upon attending the course, you will receive the **"Selling Skills Professional" certificate** from the ISM.

The course is also CPD certified, and you will **receive a CPD certificate** at no extra cost.

Who Will Benefit From The Course?

- Field sales people
- Business to business sales people
- Sales people who have had no formal training on the subject before
- Sales people who need a refresher and need to get "back to basics" and refocus their time and effort
- New sales people
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers

With The Help Of This Course Delegates Will Be Able To:

- Learn the difference between an average sales person and a **superstar sales person**
- Learn how to **identify the specific needs** of your client and how to match these with what you are selling/offering
- Learn how to **prepare for sales presentations** and calls

- Learn how to **overcome objections** and excuses in a positive and influential manner
- Learn how to **build up credibility** and "likeability" from your prospect
- Learn how to **elicit your prospects needs** and desires and how to read these
- Enhance your **questioning and listening skills**
- Learn how to **use body language** and non-verbal communication to your advantage – how to influence your client without them knowing!
- Learn how to understand the **motivations of your prospects**
- Learn techniques of how to get to that "YES" and **close the sale**
- How to get your point across **without the waffle**
- Learn how to **build effortless rapport** with your prospects
- Learn how to make that **positive first impression**
- Learn how to **generate business** over the telephone



Introduction & Objectives

How To Be A Superstar Sales Person

- Discover the differences between average salespeople and outstanding salespeople.
- Understand what makes an outstanding salesperson and how to adjust to changes in the selling landscape due to the pandemic and the current economic situation.

Understanding The Sales Process

- Learn the different stages of the sales cycle and what influences buying decisions.
- Understand how to process decisions in the prospect's brain and how to influence their choices.

Learning How To Understand Your Prospect's Needs

- Step into your client's shoes to see their situation from their position.
- Learn how to adapt your approach based on what they want and position yourself, your company, and your product in light of their needs

The Techniques & Communication Skills Of Superstar Sales People

- Learn how to ask the right questions at the right time.
- Understand the different selling techniques and models, consultative and collaborative selling models.
- Develop your ability to listen attentively, read body language and buying signals, and build rapport with your prospect.



Recap & The Day Ahead

How To Overcome Objections & Excuses

- Discover how to turn negative responses into positive situations, including overcoming price objections and stalling.

How To Get To The Close & Ask For The Business

- Learn strategies for identifying buying signals.
- Understand when the right time is to close and how to close more prospects comfortably.

How To Make Effective Sales Presentations & Sales Calls

- Learn how to plan out and structure sales presentations, sales calls, and talks.
- Develop the ability to work out what to focus on and what style to deliver the presentation in.

Business Development Over The Telephone

- Discover how to generate leads and appointments over the telephone.
- Learn essential telesales skills, opening statements, and how to get through the gatekeeper.
- Develop your skills in responding to common telephone objections such as "I haven't got the time" and "We don't have the budget".

Close & Actions

- Summarise what you've learned and plan your actions for applying your new skills and strategies to your sales approach.

**Start & Finish Times:**

9:30am start

4:30 – 5:00pm finish

Lunch & Refreshments:

Included in course fee

Parking:

Car parking charges will incur.

Click here to find train and car parking information

Dress Code:

Whatever you feel comfortable in

About DoubleTree by Hilton Islington



DoubleTree by Hilton Islington

60 Pentonville Road,
London,
N1 9LA

Tel: +44 (0)207 282 5500

Directions To The Doubletree by Hilton Islington

The hotel is easily accessible from all major transport points in the city. The closest Underground station is Angel which is a 2 minute walk from the hotel.

Access By Train & Tube

Kings Cross Underground Station:

The hotel is a 15 minute walk from here or alternatively you can take the Underground from here to Angel. As you come out of Angel station, turn left. At the crossroads, turn right onto Pentonville Road. The hotel is on your right.

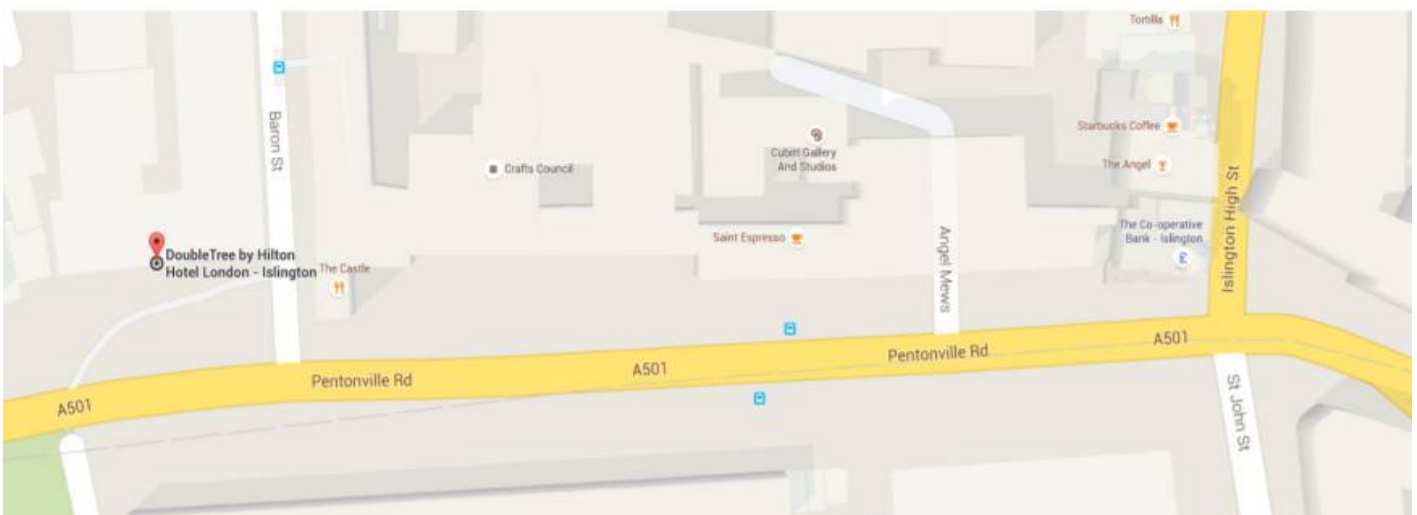
Euston Station:

Take a taxi to the hotel which takes 5 minutes or take the tube on the Northern line to Angel and walk 2 minutes to the hotel. As you come out of Angel station, turn left. At the crossroads, turn right onto Pentonville Road. The hotel is on your right.

Nearby Car Parks

Business Design Centre, 52 Upper St, London N1 0QH - OPEN 24hrs and only 6 minutes from the hotel by foot/ 0.8 miles

N1 car park, 21 Parkfield St, London, N1 0PS - OPEN 10am-7pm daily and 3 minutes' walk by foot/ 0.3 miles





Accommodation:

Should you require accommodation during your course, the friendly team at our hotel booking partner, tobook Ltd, will more than happy to assist you with securing a bedroom and at our preferential rates. Further information on how to arrange your accommodation is below:



Welcome to to**book**

On behalf of MTD Training, to**book** has secured preferential accommodation rates at great hotels to offer you a sound night's sleep, leaving you refreshed and ready for your training course.

How to book your accommodation

You can log in to the online booking tool, which is available 24 hours a day, 7 days a week, to request your accommodation using the details below:

Go to www.tobook.co.uk and click on the 'Sign In' link on the top toolbar

User Name: **MTDTRAINING** Password: **0379MTDTRA**

Please enter exactly as shown above

If you require any assistance, please email tobook@tobook.co.uk or call **01676 522868**