



# Essential Selling Skills

Joining Instructions  
Hilton London Angel 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

This course is designed to provide you with the essential techniques and strategies to understand the sales process and how to overcome objections so that you will close more sales and exceed your targets.

The course is a formally endorsed qualification by the Institute of Sales Management (ISM) and upon attending the course you will receive the **“Selling Skills Professional”** certificate from the ISM.

**ISM endorsement** is the industry recognised benchmark for high quality sales training programmes. Supported by their quality assurance system, endorsement confirms that our training programme is professionally designed and delivered to exacting standards.

The course is also **CPD Certified (Continuing Professional Development)** and after attending the course 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



### Day 1

#### **Introduction & Objectives**

#### **How To Be A Superstar Sales Person**

We start by looking at the differences between average sales people and those that are at the very top of their profession. What makes them so special? What makes an outstanding sales person? Learn the mistakes to avoid as well!

#### **Understanding The Sales Process**

Learn the different stages of the sales cycle. How is a sale made? What will influence a decision? How buying decisions are processed in our prospect's brain! What you need to do in order to influence their decision.

#### **Lunch**

#### **Learning How To Understand Your Prospects Needs**

Learn how to step into the clients shoes and see the situation from their position. Learn how to adapt your approach based upon what they want.

Learn how to position yourself, your company and your product in light of what they want and how they want it.

#### **The Techniques & Communication Skills Of Superstar Sales People**

Learn how to ask the right questions at the right time. Learn different selling techniques and models. Consultative and collaborative selling models.

Learn how to listen attentively and use the information that the prospect gives you to your advantage. Learn how to read body language and buying signals. Learn how to build effortless rapport with your prospect.

#### **Close**



## Day 2

### Recap & The Day Ahead

#### How To Overcome Objections & Excuses

Learn how to overcome the negative responses that you receive from your prospect and how to turn these around into positive situations. Learn how to overcome price objections, learn how to overcome stalling.

#### How To Get To The Close & Ask For The Business

So many people feel uncomfortable asking for the business but this need not be the case. During this session you will cover some strategies on how to

identify buying signals, know when is the right time to close and how to close down more prospects than you ever have before.

### Lunch

#### How To Make Effective Sales Presentations & Sales Calls

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

#### Business Development Over The Telephone

How to generate leads and appointments over the telephone. Cold calling techniques, essential telesales skills, opening statements, how to get through the gatekeeper. What to do if you are going down a dead end.

Actual words, sentences, terminology and phrases to use – we'll give them to you! What to do if your mind goes blank. Responding to objections & excuses

How to respond over the telephone to responses like:

- "I haven't got the time"
- "Call me back later"
- "We are using someone else"
- "We don't have the budget"
- "I'm not interested"
- "Just send me some information"

### Close & Actions

**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 Hilton London Angel Islington



### Hilton London Angel Islington

53 Upper Street,  
The Angel,  
London,  
N1 0UY

### Directions To The Hilton London Angel Islington

The hotel is easily accessible from all major transport points in the city. The closest Underground station is Angel which is a 5 minute walk from the hotel.

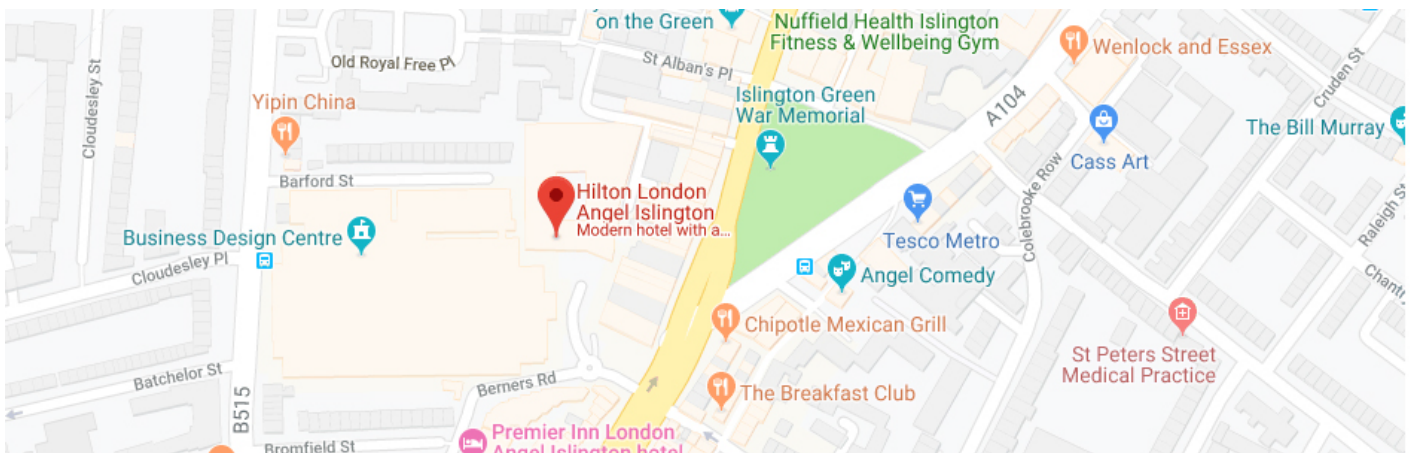
### Access By Train & Tube

#### Kings Cross Underground Station:

Take a taxi to the hotel which takes 20 minutes or take the tube on the Northern line to Angel and walk 5 minutes to the hotel. As you come out of Angel station, turn right. At the first set of traffic lights/pedestrian crossing, cross the road onto the other side and continue straight until you reach Parkfield Street and then turn right. Continue right down Parkfield Street until you pass the Premier Inn on your right, and continue straight on to Berners Road. When you reach the roundabout follow it to the left/1st exit and you will see the Hilton London Angel Islington directly in front of you.

#### Euston Station:

Take a taxi to the hotel which takes 15 minutes or take the tube on the Northern line to Angel and walk 5 minutes to the hotel. As you come out of Angel station, turn right. At the first set of traffic lights/pedestrian crossing, cross the road onto the other side and continue straight until you reach Parkfield Street and then turn right. Continue right down Parkfield Street until you pass the Premier Inn on your right, and continue straight on to Berners Road. When you reach the roundabout follow it to the left/1st exit and you will see the Hilton London Angel Islington directly in front of you.







### 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](http://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](mailto:tobook@tobook.co.uk) or call **01676 522868**