

ESSENTIAL SELLING SKILLS WORKSHOP

**TABMA TRAINING
TRAINERS ARE LEADING
INDUSTRY EXPERTS WITH
EXTENSIVE EXPERIENCE IN
THE INDUSTRY!**



This one day workshop is aimed at staff who handle customers in their everyday work situation including customer service and salespeople who handle the telephone and/or deal with customers face to face.

This workshop will focus on techniques which will enable participants to:

- Become proficient in servicing customers which will ultimately lead to increase sales revenue.
- Know how to uncover customer needs, cross sell other products, close sales, deal with objections and remain positive.
- Become effective in communicating with existing or potential customers, particularly in determining their needs and wants.

Key topics that will be covered:

- **What is effective selling?**
- **The importance of understanding the customers needs.**
- **Features and benefits.**
- **Prospecting and pre-call planning.**
- **Opening statements.**
- **Key communication skills including the importance of effective listening, questioning techniques, and the words you use.**
- **Developing your sales message - why you and your business? What makes your business different?**
- **Managing objections and closing the sale.**
- **Diagnosing problems and maintaining a positive attitude.**
- **The importance of managing expectations for improved relationships.**

1 DAY COURSE ONLY \$350

"TABMA Training delivered an uncomplicated, comprehensive and cost effective training module for key staff at ITI Queensland".

Matt Partridge - QLD State Manager, ITI Australia

CALL 1300 693 483

