

Growing Revenue.

Sales Communication.

Overview.

The rogenSi Sales Communication Skills Program combines persuasive competitive message creation and powerful face-to-face delivery skills. It focuses on the need to sell services and products, establishing and/or developing long-term business relationships and maximizes persuasiveness in face-to-face selling.

Key components.

- Managing the client development process
- Planning effective action-oriented client meetings
- Tools for recognising and analysing the guiding values that drive client decision-making
- Recognising their own and others' selling style
- Adapting selling style to suit a client
- Selecting the right information to persuade and convince
- Preparing for questions
- Rapport building, probing and listening skills
- Dealing with information gaps and value mismatches
- Controlling tension

Challenges addressed.

- Face-to-face sales situations with customers and clients including general public, small-to-medium enterprises, corporate, government and institutional clients
- The program can also be tailored to people responsible for internal sales communication.

Outcomes.

- Be more effective in managing sales opportunities from initiation to a successful conclusion
- Analyse the decision-making values of clients more quickly & accurately
- Position services in a more tailored and focused way so that clients are more likely to respond positively
- Manage sensitive client issues in a more perceptive and empathetic manner.

Duration.

2 days.