

PBSD Course #001	<b>Effective Sales Skills</b>
<b>Unit Standard 10323:</b>	Implement contact center specific sales techniques to generate sales through a contact centre
<b>Unit Standard 10324:</b>	Describe features, advantages and benefits of a range of products or services
<b>Duration:</b>	Two days
<b>Programme Outline</b>	
What is selling?	<ul style="list-style-type: none"> <li>✓ The definition of selling</li> <li>✓ The sales process and the psychology of sales</li> <li>✓ Taking the sale beyond the product</li> </ul>
Starting the sales process	<ul style="list-style-type: none"> <li>✓ Planning for sales</li> <li>✓ Using all the tools at our disposal</li> <li>✓ Opening the need establishment process</li> </ul>
Identifying client needs	<ul style="list-style-type: none"> <li>✓ The magic key to sales</li> <li>✓ Questioning techniques</li> <li>✓ Probing</li> <li>✓ The importance of listening – including good listening strategies</li> <li>✓ <b><i>Nailing the need</i></b></li> </ul>
Selling on the benefits	<ul style="list-style-type: none"> <li>✓ The matching process</li> <li>✓ Know your USPs</li> <li>✓ The difference between features and benefits</li> <li>✓ The WIIFM factor!</li> </ul>
Closing the sale	<ul style="list-style-type: none"> <li>✓ Recognise the buying signals</li> <li>✓ Present the price attractively</li> <li>✓ Effective closing strategies</li> <li>✓ The shut up principle</li> </ul>
Handling objections	<ul style="list-style-type: none"> <li>✓ Why do objections happen?</li> <li>✓ How to cope with them</li> </ul>
Simulations	<ul style="list-style-type: none"> <li>✓ Let's put it all to work!</li> </ul>
<b>Certification:</b>	<b><i>Achieved through simulation and a written test</i></b>