

SALES AND CUSTOMER SERVICE SKILLS

Award in Sales Skills and Techniques - IMPRESS+ - MQF Level 4

DURATION AND COMMITMENT:

3 full days 09:00-17:00 spread over a maximum period of 3 weeks including practice sessions and assessment. Participants are also expected to carry out self-study by means of the session notes and handouts provided.

TOTAL LEARNING HOURS

- Contact Hours: 22
 - Practice Hours: 1
 - Assessment Hours: 1
 - Self-Study Hours:1
- Total: 25 hours

NUMBER OF ECTS ON COURSE COMPLETION?

1

WHO IS THIS PROGRAMME FOR?

This programme is targeted towards anyone wishing to learn the necessary skills and techniques to increase the number of prospects and close sales effectively.

ENTRY REQUIREMENTS

None

OVERALL COURSE OBJECTIVES

By the end of the programme the learners will be able to:

- Introduce themselves to customers with impact to make a great first impression
- Maximise their effectiveness in establishing themselves as experts in their field
- Probing the needs and wants of the customers
- Recommend the best options to satisfy the customers' needs
- Entice the customers to buy
- Seal the deal
- Stay in touch with their customers

TOPICS

1. Introduction

In the introductory session, Learners will be exposed to the Art of Selling and Secrets Behind Selling Successfully. The session will focus on the importance of brand perception and front liners' responsibility in ensuring that the right information is given and a positive image is projected. The characteristics of a great sales person and what needs to be done to master these will be covered. Throughout the programme customers' needs and wants and how they impact on outcomes will be addressed. An analysis of how personal needs and motivations may sometimes influence the sales process will also feature during the session.

2. Introduction and Initial Impact

Range:

- Learners will explore aspects of professional interaction from a client's perspective (both face-to-face and over the phone)
- Discuss and establish behaviours that impact on client's levels of trust
- Instilling the 'it all starts with YOU' mentality
- Identify ways of how body language or tone of voice can be used in order to get on the client's wavelength
- Establishing the standards for impacting personal presentation (Retail)
- Using the company's brand positioning to enhance customer confidence
- Ability to build confidence and identify sales opportunities from ALL potential clients, rather than the ones Learners feel confident with

Topics Covered:

- Interpersonal skills (including attitudes and behaviours)
- Body language: Tone of Voice and face to face
- Image and its impact
- Barriers to effectively passing on a message to our client

Style:

Various discussions; exercises whereby Learners are asked to take the customer's role, develop positive communication skills, identify what customers need; identification of universal rules; scripts of how Learners can greet customers

3. Maximising Your Effectiveness

Range:

- Learners will explore how to position themselves as experts in the different aspects within their field

- Explore the company's and the competition's products and services, the market, and future trends.
- Learners will also discover how to communicate what is on offer and how to match the customers' needs.

Topics Covered:

- Positioning yourself as the Expert rather than the sales person
- Knowing the Services on Offer
- Gaining confidence

Style:

Various discussions; group exercises identifying the range of products/services and how these can add value and be sold in different ways

4. Probing the Needs and Wants

Range:

- Learners will explore this critical step in the process of securing a sale
- Securing a sale: confidence in finding out in the shortest possible time the buyer's needs, wants and expectations.
- Exploring mistakes in Sales – what hinders sales people from taking the right steps to close deals
- Understanding consumer behaviour through effective listening and observation techniques
- Establishing standards for effective communication

Topics Covered:

Looking into the process of:

- Asking the right questions
- Active Listening: listening attentively to customers' needs in order to be able to propose and sell the right products to suit such needs
- Allowing the customer to ask questions

Style:

Various discussions; exercises whereby Learners are asked to identify set of questions in order to find out what the clients' specific needs are and creating standards for effective communication in the finding out process; scripts of different questions which are asked in a sales scenario and exposure to standards of effective communication.

5. Recommending the Best Options

Range:

- Establishing ways of understanding and interpreting customers' needs and the consequences of jumping into conclusion

- Learning to keep conversations relevant where buyers and sellers do not get off on a tangent
- Understanding the importance of Job Knowledge: Customer, Product/Service
- Ability to sell the benefits of the company's products – identifying which products to sell and at what time
- Engaging in a commitment where Learners deliver what is promised

Topics Covered:

- Developing benefits and recommendations
- Knowing the services on offer
- Four proven ways to make a positive recommendation
- Recommending best options

Style:

Role plays to identify ways of how to develop benefits and recommendation, taking action, winning actions

6. Enticing the Client to Buy

Range:

- Ways of enticing the client to buy
- Highlighting benefits as opposed to features
- Identifying ways to up-sell (through anticipation, suggestion, etc....)
- Ability to work through customers' objections, turning them into selling opportunities
- Meeting objections
- Go for it

Topics Covered:

- Enticing the customer to buy
- Objections
- Meeting objections
- Upselling

Style:

Role plays to identify ways of up selling and how to sell product benefits; questions to ask to be able to up sell and ways of overcoming objections; various discussions

7. Sealing the Deal

Range:

- Learners to understand the importance of prior stages that lead to this final important stage
- Understanding ways of how to engage customer in this important step
- Establishing ways of how to strike the deal

- Getting commitment

Topics Covered:

- Watch out for buying signals
- Prepare alternatives
- Ask for the order
- Shut your mouth

Style:

Role plays and various exercises whereby Learners design their own ways of engaging in conversation with the client leading to closing a sales deal. Such exercises will be discussed amongst the group; identifying better ways of how to communicate with the client for better results. Finally, scripts of ideal scenarios will be given to the Learners with the aim that these scripts are referred to and applied at the workplace.

8. Staying in Touch

Range:

- Looking into various ways of how to stay in touch with the client
- Understanding that the real work starts after the first sale

Topics Covered:

- Hints to stay in touch

Style:

Discussion

9. Role plays

Every learner designs a role play based on the impress⁺ framework. This will be structured on a specific impress⁺ template. During this session, each learner will have the opportunity to act as the sales representative and as a customer. Learners will also provide feedback to other delegates based on the various steps of the impress⁺. The aim of this session is to ensure that every person will be able to practice the impress⁺ framework and give feedback on the basis of the techniques covered during day one and the first part of day 2.

10. Conclusion

Final discussion and revision of the entire sales process; emphasising the importance of customer psychology and ensuring that this leads to the desired sales deals; each learner to compile a Personal Action Plan based on the feedback provided during the two days, which plan will be then passed on to the supervising manager in order to follow-up on the application of the key learning points and the learners' areas for development.