



Advanced Selling Skills One-Day Seminar

Time	Topic	Content
09:00 – 09:45	Course Objectives	Introduction (Trainer and participants) Course objectives and agenda
09:45 – 10:30	Understanding Buyer Behaviour	Identifying needs Personal and organisational needs Understanding buyer types Development exercise: Buyer types
10:30 – 10:45	Coffee Break	
10:45 – 12:15	Advanced Questioning Skills	Development Exercise: Questioning The importance of questions in the sales process Advanced questioning techniques Development Exercise: Questioning techniques
12:15 – 13:15	Lunch Break	
13:15 – 15:00	More Questions Selling Features, Advantages and Benefits	Development Exercise: Questioning skills Features, Advantages and Benefits Development Exercise: How we present (sell) our company
15:00 – 15:15	Coffee Break	
15:15 – 16:30	Selling Features, Advantages and Benefits Part 2	Development exercises to enhance selling skills
16:30 – 17:00	Summary of Seminar Feedback	Summary Feedback Participants Action plan

Seminar is held in English. Participants should have a good command of the English language. Not suitable for beginners. Seminar has been designed for 10 participants (maximum).