



Key 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 | Preparing the Sales Call | Objectives Questions to ask prospective customer Agenda |
| 10:30 – 10:45 | Coffee Break | |
| 10:45 – 12:15 | Structuring the Sales Call | Rapport and empathy Structure of the sales call Features and Benefits – The difference Development Exercise: Agenda setting |
| 12:15 – 13:15 | Lunch Break | |
| 13:15 – 14:45 | Questioning Skills | Positive and negative behaviour Effective and ineffective questions Development Exercise: Questioning skills |
| 14:45 – 15:00 | Coffee Break | |
| 15:00 – 16:30 | Effective Listening Skills | Effective listening skills Verbal and non-verbal techniques Listening quiz Development Exercise: Listening skills |
| 16:30 – 16:45 | Coffee Break | |
| 16:45 – 17:15 | 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).