



## Overview

Skilled salespeople are essential in the current environment of hyper competition, eroded margins and the internet. This program introduces participants to the process of consultative selling. Participants will learn the communication and interpersonal skills needed to build rapport with prospects, identify needs, overcome objections, and gain commitment.

Participants will learn how to ask that Next Question™ which can uncover customer needs, identify hidden objections, and help close the sale.

## The Opportunity

The best corporate strategies and planning will mean nothing if your sales force don't perform. The majority of companies do no sales training at all. Skilled salespeople will give you the edge over your competitors.

## The Benefits

- World class sales people
- More productive sales conversations
- Better managed territories
- More deals closed

## Facilitation & Logistics

We can customise our training for your specific market situation. This interactive, multimedia training program includes case studies and practical exercises to aid learning.

- Course Duration 3-5 days
- Modern training facilities with natural lighting
- Catering optional

## The Program

- Self Assessment
- Consultative Selling
- Mastering Sales Conversations
  - Opening
  - Probing
  - Supporting
  - Closing
- The Next Question™
- Resolving Customer Concerns
  - Price
  - Reluctant to change
  - No perceived need
  - Need to think about it
  - Creditability
  - Addressing indifference
- Planning
  - Territory management
  - Account management
  - Time management
- Closing The Sale
  - Hard verses soft
  - Conditional close
  - Just ask

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