

## Essential Selling Skills

**Description:** The performance of any commercial organisation against its business objectives is directly dependant on the performance of everybody involved in winning sales.

The essential skills in sales—whether to existing clients or in winning new business—are vitally important in these competitive times.

This intensive one day course covers the vital skills needed for success.

**Audience:** Sales professionals who are experienced and need a sharp refresher session to ensure they continue to use best practice. Also, new salespeople who need an intensive introduction to the skills of professional selling

**Duration:** One Day

**Objectives:** At the end of this class, participants will learn:

- ✧ How to sell in a professional manner
- ✧ The essential elements of professional sales
- ✧ Understanding your customer and presenting business solutions that add real value
- ✧ The value of relationship sales
- ✧ How to present a professional proposal including business benefits, business value and ROI
- ✧ How to qualify opportunities
- ✧ How to close sales



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- Content:** Prospecting
- Qualification
- Sales Presentations
- Relationship selling
- Handling objections
- Sales skills
- Communication skills
- Call planning
- Account Planning
- Closing the sale



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