



See more at www.zandax.com/mastering-selling-skills

Course information from ZandaX

Mastering Selling Skills

A premier Selling Skills training course from ZandaX

Course duration: 1 hour of highly focused content (Revisit, review and revise as often as you want)

What you'll learn

- ✓ Know Your Business
 - ★ Learn how important it is to thoroughly know your product or service
- ✓ Introduction to Selling
 - ★ Find out about sales process, customer needs, features/benefits, and closing the sale
- ✓ Managing Customer Needs
 - ★ See how to listen properly to customers, manage behavior, rapport and attitude
- ✓ Outbound Calling
 - ★ Learn about acquiring & retaining customers and get some key tips & techniques
- ✓ Closing the sale
 - ★ Find out about buying signals, asking for the business, closing a sale, and being fearless!
- ✓ Negotiation skills
 - ★ Learn what negotiation is, why we negotiate, and the stages of professional negotiation

What does our Mastering Selling Skills course cover?

Selling Skills Are Easy to Learn - And Use!

The idea of acquiring the necessary selling skills can be daunting when first starting out (and to many experienced salespeople too!)

That's why we've arranged our Mastering Selling Skills course in a clear and logical structure so it's easy to understand and retain.

The course is divided into six lessons, each of which comprises a 10-minute video with workbook.













As you work through them, you'll gain confidence, and when you've completed the course you'll find the skills easy to apply -- and they'll enable your sales results to grow.

This Selling Skills skills training course, like all our courses, has been developed over many years of classroom and online delivery. Content has been thoroughly researched and is constantly updated so it's always leading edge. It's completely interactive and is full of practical knowledge and solutions.

Still wondering whether to do the course?

Just think about this: how much would you benefit if you had better selling skills skills?

Course content for Mastering Selling Skills

1		1 - Know Your Business <ul style="list-style-type: none">» The Importance of Product/Service Knowledge» Keeping Your Knowledge Current» Communication to Customers & Colleagues	
2		2 - Introduction to Selling <ul style="list-style-type: none">» What is Selling» Sales Process Flow» Understanding Customer Needs» Features and Benefits» Closing the Sale	
3		3 - Managing Customer Needs <ul style="list-style-type: none">» Listing to Your Customers» Understanding Behavioral Traits» Building Rapport» Your Attitude	
4		4 - Outbound Calling <ul style="list-style-type: none">» Benefits of Outbound Calling» Customer Acquisition» Customer Retention» Important Tips & Techniques	
5		5 - Closing the sale <ul style="list-style-type: none">» Understanding Buying Signals» How to Close a Sale» Learning to Ask for the Business» Overcoming the Fear of Rejection	
6		6 - Negotiation skills <ul style="list-style-type: none">» What Negotiation Is» Why Do We Negotiate?» The Stages of Negotiation	

More about the ZandaX Mastering Selling Skills course

Master the Selling Skills Everyone Needs!

Acquire the essential skills that you need to succeed

Whether you're phone based or selling face to face, there are core skills which can be easily applied to any sales related role.

We start with knowing your business so you have confidence, then define selling and process.

We then show you how to manage customer needs and build rapport before moving on to outbound calls.

There's a great lesson on closing the sale, where understanding the structure gives you the confidence to do it.

Finally, there's a lesson on negotiation skills - why we do it, and how to structure any negotiation into stages.

Our Mastering Selling Skills course gives you a great, to-the-point understanding of what you need to succeed in a sales role - and how to put it into action.

Watch the modules, revisit them time and again ... and have fun with improving your skills!

Learning format

The course is offered as follows:

You'll learn using easy-to-follow on-screen videos which you can pause, re-run and revisit as often as you like, and also through interactive content with short quizzes and questions appropriate to the course subject.

You also get exercises to test your progress that you can use to reinforce your learning.

The course is arranged into modules, each with several lessons. Refer to the course content for more details on what's covered. This combination of videos and interactive content will enable you to get a thorough understanding of the subject.

View this course online

Visit our website at www.zandax.com/mastering-selling-skills to view the latest details, including related courses, prices and quantity discounts.

ZandaX

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