

# Professional Sales Techniques – Synopsis

## Section 1 – Introduction

How to study – the modern concept of selling – types of sales duties – selling staples – speciality selling – different sales duties – methods of distribution – the retailer – the wholesaler – chain stores – department stores – supermarkets – hypermarkets – voluntary buying groups – branding – adopting the right mental attitude – the subconscious mind – product knowledge and how it can affect your attitude – personal motivation – the right personal qualities – physical factors – making an impression on yourself and others – summary.

## Section 2 – Sales Techniques (I)

Prospect finding – what are leads? – further sources of prospects – planning properly – time is capital – territory planning – using the telephone to get the sales interview – see the right man – pre-approach – getting the information – the approach – obtaining the interview – meeting the prospect – starting the interview – the cushion – the opening statement – handling a variety of products – summary.

### Assignment 1.

## Section 3 – Sales Techniques (II)

Psychology – the sales point sequence – buying motives and buying resistances – features and benefits – creating desire – one point at a time – open communication – using questions to communicate – voice, smile and gestures in the sales talk – stating the price – justifying price – visual aids and demonstrations – demonstration technique – putting it into practice – summary.

## Section 4 – Closing the Sale

Dealing with objections and interruptions – competition – the close – the right time to close – trial balloons – confidence building – types of close – the automatic close – the objection close – the alternative close – the conditional close – ‘free trial’ close – use of testimonials – confidence – making it easy – avoiding awkward silences – first or second interview? – ending the first interview – closing on the second interview – delaying tactics – how to handle complaints – summary. **Assignment 2.**

## Section 5 – Retail Selling

Retail outlets – the laws of success – advertising and the brand image – sales promotions – creating interest – advertising – writing small adverts – choosing a site – your website – competition – attracting customers – atmosphere – making your shop-window sell – keeping up to date – counter display – merchandising – the right stock – stock turn – pricing – dealing with sales people – dealing with customers – establishing what customers want – know your stock – helping customers to choose – selling extra – timing the extra sale – dealing with customer complaints – meeting competition – handling money – summary.

## Section 6 – Spoken Communication

Getting your message across – relax – your voice – speed – accent and dialect – vocabulary – the art of conversation – body language – be a good listener – communication on the telephone – telesales – meetings – talking to groups/giving a presentation – visual aids – summary. **Assignment 3.**

### **Section 7 – Written Communication**

Letters – content – planning and focus – checking your work – letters answering complaints – sales letters – orders – note taking – record keeping and paperwork – customer and prospect records – reports – oral reports – use of sales literature – catalogues – the product manual – house magazines – paperwork – summary.

### **Section 8 – Selling Your Own Services**

Salary – what kind of job do you want? – the main sources of jobs – your CV – the covering letter – completing an application form – adverts that specify requirements you can't meet – finding out about your future employer – the interview – dealing with awkward questions – packaging yourself – talking about salary – the final question – when you get the job offer – summary – looking ahead.

**Assignment 4.**

**Supplement: Telesales Techniques – 42 tips!**