

**SALES TRAINING TOPICS.**

Please indicate which topics should be covered in the sales training programme for your company by ticking the boxes. It is not possible to include all of the topics into a 1 day programme.

- The Foundation for success in sales (Attitude / mind set)
- “RAP”® Selling.  
Getting salespeople to take responsibility for their own success in sales.
- 5 Key buying decisions.  
What makes customers decide to buy a product or service?
- Prospecting. How and where to find new business.
- Qualifying. How to properly qualify prospects before meeting them.
- Making appointments. A professional approach.
- Asking smart questions.  
Getting customers involved in sales conversations.
- Listening skills.
- Value based selling. Selling value not price.  
Becoming a trusted adviser / expert business partner.
- Product presentation.
- Presenting to groups using Power Point.
- Presenting to the “Big guns”.
- Features and benefits. Understanding the difference.
- Building like and trust.

**2.**

- Communication. Communicating your message effectively.
- Making a good first impression. (10 second elevator pitch)
- The sales process (General) 14 steps.
- The sales process (Face to face) 7 steps.
- The tele-sales process. 10 steps.
- Closing. Asking for the business.
- Overcoming objections.
- Time management and activity planning.
- Tips for making successful telephone calls.
- Mental toughness in sales.
- New thinking in sales.
- Selling with passion.
- Personality styles.  
Understanding how the 4 different personally styles work in sales.
- Setting and achieving personal goals in sales.
- How to handle irate clients.
- A look in "The Mirror".  
A 20 question test for salespeople to identify their areas of weakness.

From the topics you have chosen, please list your **"Top 3"**.

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2. \_\_\_\_\_

3. \_\_\_\_\_

