

Don't Sell We're British

Course Leader- Tony Dimech

This one day course is based on the principles covered in Tony's recently published book '**Don't Sell We're British**'. The course helps delegates understand why traditional **sales training** techniques are marred and why British customers resist buying from the majority of salespeople. The course will also uncover new ideas and methodology to win business from more customers.

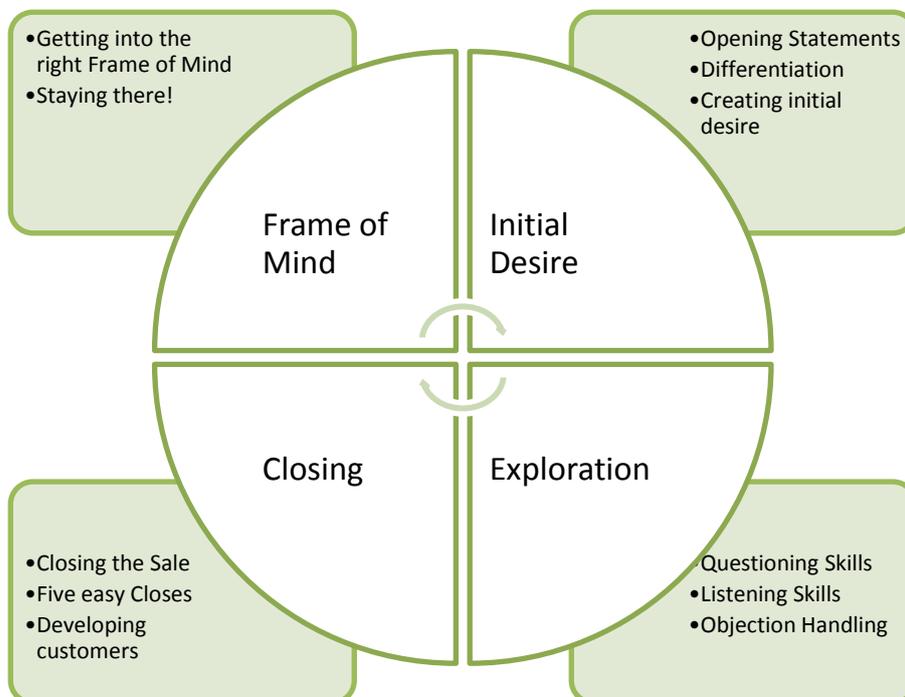
Who will benefit

Quite simply anyone who has a direct or indirect sales function in their role will benefit from attending this course. '**Don't Sell We're British**'. will help both field salespeople and telesales people. Whether you are new to selling or a seasoned professional, this course will give you a new perspective on how to generate more business.

Objectives

'**Don't Sell We're British**'. will identify new methods to help sales people win more business in today's tough business environment and explain how to master the techniques covered in this workshop and make them a part of their everyday sales routines. Participants will learn that successful selling is based upon the ability to create demand for your products or services, and not by focussing on traditional selling skills.

Course Outline



These four areas are the key to successful selling, and when mastered provide the basis to shape a winning proposition in most sales situations.

Frame of Mind

To succeed in today's competitive world you have to be in a frame of mind to do business ALL OF THE TIME!

- Staying positive even in adverse selling situations is a key requirement in today's business environment.
- Delegates will learn how to get into optimum performance mode whenever they need to, and stay there!

Initial Desire

In today's fast moving environment, salespeople need to understand quickly who is a realistic prospect for your products and services. Failure to master this means time wasted with people who don't end up becoming customers and more importantly failing to connect with people who may have been more likely candidates

- Creating the right initial impression
- Differentiation
- Qualification
- Creating Interest & Desire
- Handling Initial Objections

QUESTIONING & LISTENING SKILLS

- Questioning is THE most important skill in the salesperson's armoury.
- Questioning can help differentiate you from your competitors
- If you ask great questions and ***listen*** to the answers your customers will tell you more about what they want!
- If you shape your proposition around their needs, you will create desire.
- Don't sell to your customers - make them want to buy!

Closing

- Using proven techniques to remove potential barriers and close the deal will allow delegates to appreciate when someone has a real interest in your proposition
- Five Simple Closes