

# *The art of effective selling*

## *3 day course*

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### *Can I handle client meetings to mutual advantage?*

How can I make the best use of that previous time in front of my customer?  
When should I explore and when should I explain?  
How can I get my message across to different levels or people in their organisation?  
How can I build their confidence in me?

What is the course?

- a hands-on course for anyone who has a client-facing role
- designed for Sales People, Customer Service Staff, Telephone Support Teams, New Managers
- suitable for anyone who wants to build – or refresh - their selling and influencing skills, or who wants to improve their "face-to-face" communications
- professional Selling Skills has been successfully taught all over the world and is the foundation course for all sales and communications training programmes
- suitable as a 'one-off' introductory course or a refresher
- comprises: classroom tuition, practical workshops, individual coaching and peer and instructor feedback.

*What you will learn*

- to describe the elements of a structured sales / business meeting
- to use these elements in workshops and role play meetings
- be apply this knowledge to your own business environment

*What topics are covered?*

All elements of the client meeting:

- preparing to succeed
- developing rapport, establishing credibility
- customer buying motives, wants and needs
- structured questioning to develop customer needs
- active listening
- handling objections
- making a proposal
- gaining commitment

*"It was during the role plays that the models we had learned came to life. All of a sudden I was hearing myself controlling and steering the meeting my way. It was quite a revelation (Sales Executive, ANIX)*

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For more information call Oroza Ltd. 01276 300101 or email [skills@oroza.com](mailto:skills@oroza.com) or visit [www.oroza.com](http://www.oroza.com)

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