

*Australian*

*Selling*

*Keys*

# A S K

(australian selling keys)

## Sales Skills for creating “relationships” in New Markets

These sessions will be based on development that will equip the team with skills to accurately place themselves in a position to better **control the communication process right up to the point of closing the sale..**

Today too many people either have that much empathy that their efforts **fail to produce tangible results...** “sales”; alternatively they are so concerned about controlling the situation that they **potentially can damage the relationship socially or commercially.**

*What is the unique point of difference with “A S K” ?*

*One of the best qualifying talents a person can possess is that the other person can see that you are as interested in their needs as your own own .*

*When this is done with improved questioning skills and not only a “telling” style, people tend to believe their own interests are going to be met as well.*

***Thus creating harmony within the sale and active listening***

*The sessions will not only motivate the team towards greater effectiveness but will equip them with the some extra “closing” tools as well.*

*The use of several games from the AIHD team games kit to keep the momentum of the training going along in an enjoyable and invigorating manner will also be made available throughout the program.*

***you must be committed  
&  
lead like you know you should***

# Australian Selling Keys

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## PROFESSIONAL SELLING SKILLS

**The focus is on developing selling skills in the actual workshop;not just relying on participants to transfer on their own back in the field**

1. The "Process of Selling" in order to fully understand how all sales skills are interlinked in a logical manner
2. The many different ways of client prospecting
3. How to use questioning techniques to gather information, discover the client's needs, motivation and business climate
4. To fully understand the reason for qualification and how to qualify a client
5. To professionally present yourself, brochures and your product or service
6. The skills involved in doing a professional product demonstration
7. To develop active listening skills
8. To develop the skill of overcoming sales objections, the meaning behind sales objections and isolate where and how they were developed
9. To close or finalise the sale and know the importance of closing
10. How to get sales referrals

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## Objectives

1. Have a clear picture of what skills and attributes are required in becoming a professional sales person
2. Know how to adapt selling skills to the different personality types
3. Use the sales process in an easy logical manner
4. Be able to critique oneself based on the skills learned in using the sales process and identify areas of strength and areas to improve on

## Outline

### ***YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION***

To be a successful salesperson you must first know how to build successful relationships. Your clients will "buy" you as much as they will your product/service. You need to know how to make the right physical, emotional, and mental contact with each person you meet. We will learn how you attract what you radiate, which is a very powerful concept.

### ***HAVING THE RIGHT PERSON IN THE RIGHT PLACE AT THE RIGHT TIME***

The biggest time-waster is unqualified presentations. A salesperson must be sure that they are making their presentation to the major (or one of) decision- maker of the organisation. Once this is established they must be able to effectively lead their client to a position where they are very attentive and are eager for the presentation to take place.

### ***PROFESSIONALLY PRESENTING YOURSELF AND YOUR PRODUCTS***

The professional must be able to present him/herself in a professional manner to all levels in an organisation. In this session we will learn the most practical and effective tools to have on hand to make a successful presentation. We will also explore the "voice" as being the most powerful ally, and learn what differences are involved in presenting to a committee as opposed to an individual.

### ***WHAT TO DO WHEN THEY THINK THEY DON'T NEED YOU OR YOUR PRODUCTS***

We commence with a listening skills exercise which gives participants feedback as to their level of active listening. This is important because too many sales people attract unnecessary objections due to poor listening. In this session we explore the techniques to one of the keys of success, overcoming objections.

The foundation of this is to establish a relationship between the salesperson and the client, which is based on mutual respect and sincerity. We learn that when a client objects they are only concerned with being convinced on that point before buying. The art of overcoming objections is to get the client to answer their own objection, and this is taught in this session.

### ***ASK FOR IT OR YOU WILL SELDOM GET IT***

We discuss the definition of closing and learn different techniques to close the sale. If the client has been well qualified and all objections have been overcome then closing is the natural outcome. Unfortunately, too many sales people shy away from this crucial step.

In this session we demystify the art of closing and portray it as an achievable, regular outcome. That closing is nearly always appropriate.