



SMART SELLING SKILLS

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“Everyone lives by selling something.

Anyone who sells a product, service or an idea is a salesperson. ”

Robert Louis Stevenson

SUCCESSFUL SELLING SKILLS:

Selling is, and always will be, a vital part of the development and progress of mankind. More than any other profession, selling has the most significant influence on the survival of the world’s economy. Successful Selling is about building rapport with the customer, understanding their needs and wants and providing a product, service or an idea that matches their need. To be effective, a sales person needs confidence, great communication skills and to be able to follow a sales process that moves the sale forward without being pushy. This tailored selling skills training program covers all the basics of successful selling in a practical and interactive way.

PROGRAM OBJECTIVES:

By the end of this training program participants will be able to understand the psychology and principles of effective selling and will be able to follow a sales process which makes it easy for customers to buy. To provide participants with the skills, knowledge and confidence to set clear objectives, progress through the sales call in a conversational style finishing with a strong close to ensure:

- ♣ Improved productivity
- ♣ Enhanced customer focus
- ♣ Create long-term business partnerships
- ♣ Sell strategically

PROGRAM METHODOLOGY:

- ♣ The program director will introduce the sales process and the underlying skills and techniques
- ♣ There will be lots of individual and small group exercises to practice the skills and techniques
- ♣ Each participant will have the opportunity to practice a sales conversation with a customer and also to experience a sales meeting from the customer's perspective

Topic 1: SELLING : KNOW HOW ?

- 1.1 Ice breaker
- 1.2 The Psychology and Principles of Selling
- 1.3 Pride in the Profession of Selling
- 1.4 Qualities of a Winning Sales Professional
- 1.5 Transactional Versus Relationship Selling
- 1.6 What Customers Need and Want.
- 1.7 Prospecting>
- 1.8 Introduction to Pharmaceutical Selling
- 1.9 Role and Responsibilities of Pharma Sales Executives
- 2.0 How Soft Skills have impact in Selling.[First Impressions....building rapport]

Topic 2: How to make an EFFECTIVE SALES CALL?

- 2.1 Pre-call analysis [Chemist call]
- 2.2 Opening the call: Match yours and Customers agenda
- 2.3 Discussion: Features and Benefits
- 2.4 Getting the best out of your materials
- 2.5 Asking great questions and Listening to Uncover Customer Needs?
- 2.6 Handling Objections : Turning Objections into Sales
- 2.7 Closing the Call with Confidence
- 2.8 Winning Sales!
- 2.9 Post Call Analysis and Feedback.

Topic 3: Making of a SMART Sales Rep

- 3.1 How to prepare an implementable Tour Program
- 3.2 Time Management to achieve desired Call Average of Doctors and Chemists
- 3.3...Reporting and Feedback
- 3.4...10 Golden Rules for EFFECTIVE DETAILING.