

Mindset Selling

Workshop Purpose:

To build sales excellence by providing participants with the core of the sales process and to equip them with a framework, strategies and tools to generate new business as well as focus on client retention.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Develop a clear understanding of the key principles involved in customer-focused selling
- Recognise that the buying decision takes place in the mind of the customer
- Identify the psychological stages that people go through in making decisions
- Identify the typical 'blockers' that can prevent progression to the final stage of making a decision to buy
- Develop an understanding of the major 'traps' to avoid in selling and how to deal with them when they do arise
- Develop strategies and skills to facilitate movement and ensure buyer commitment
- Be able to diagnose the state of their current deals and identify the most important next steps towards a final discussion

Who should attend:

Any person involved in sales, from new recruits to seasoned professionals.

Duration:

3-day workshop

For a minimum of 8 to a *maximum of 15* participants.

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