

## Sales Strategy and Negotiation

**Course length: 2 days**

*Creating an effective sales engine is essential to a growing your business and maximising your growth potential. This masterclass is designed to help you understand the skills individuals need to get the most out of your sales pipeline and ultimately enhance revenue.*

### **How can it help?**

- Understand the buying process and learn about selling, negotiation techniques and closing
- Identify methods to recognise buying signals
- Develop powerful negotiation techniques
- Understand the links between customer service and sales
- Build effective teams who can close sales and reach set commercial targets
- Develop the ability to use key language to create a relationship with your customers and ensure repeat sales

## *Programme outline*

### **Understanding sales**

- Principles of selling, influencing and persuading others
- The sales process
- Qualities and skills of a successful salesperson

### **Sales skills**

- Questioning and active listening
- Persuasion and relationship building
- Building rapport and opening the sales process

### **Meeting client needs**

- Understanding why customers buy
- Gaining and retaining full customer attention
- Matching customer needs and wants to products and services available
- Recognising buyer signals

### **The sales cycle**

- Generating and qualifying leads
- Selling benefits and creating a compelling sales message
- Handling objections and closing the sale

### **Negotiation tactics**

- The five stages of negotiation; preparation, opening, exploring, solving, closing
- Wins, boundaries and plan Bs
- Complex, multi party and dynamic negotiations
- Selling and negotiation in practice

## *Who should attend?*

This masterclass is appropriate for small to large businesses, and can be delivered to staff with any level of experience. It will particularly benefit new business owners launching a startup. It will also be useful to sales staff who are launching a new product or service.

### *Training at RTC*

*People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.*

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***For more information on this two day course or other courses to help grow your business please contact:***

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