ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



SALES AND CUSTOMER SERVICE

Essential Selling Skills

Identify needs, present value and close with confidence.

WHO IT'S FOR

People and teams who sell products or services to customers.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Plan and lead a sales conversation from first contact to close
- Ask questions that uncover what matters most to the customer
- Show the value of what you sell in the customer's terms
- Anticipate and handle objections with confidence
- Move conversations beyond price and margin
- Ask for the business and close with confidence

Tailored to your organisation

We build in your products and services, sales process, customer types and the language your sellers and customers use, so the learning fits how your organisation sells.

ABOUT THIS PROGRAM

Strong sellers do more than pitch. They find out what the customer needs, show the value of the answer and ask for the business with confidence. Our sales training builds those habits across your team. Participants learn to plan and run a sales conversation, ask better questions, handle objections, move the discussion beyond price and close in a way that works for both sides. They practise on realistic scenarios from your own market and leave ready to grow their sales.

> Suzanne's delivery of what can be confronting topics was exceptional, made everyone feel comfortable and safe and we walked away with tools to improve our communication.

Hinternoosa – Sirah

Talk to us about this program

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Enquire online