



Meriting Youth Development proudly presents
Effective Sales – 2 DAYS

Imsimbi Training will conduct the training on behalf of Meriting Youth Development
Imsimbi Training is a fully accredited training provider with the Services Seta,
number 2147, as well as a Level 2 Contributor BBBEE company..

This course is accredited by the Services Seta and material covers unit standards
10047 at NQF level 5 worth 5 credits.



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COURSE OBJECTIVES

The aim of this course is to become a super salesperson.

When you have completed this course you will be able to define the key concepts associated with Selling and you will be able to:

- Identify the main obstacles that can block sales
- Understand the nature of selling viewed as a Process
- Understand a range of sales techniques from preparing a proposal through to closing the sale
- Use these techniques to build an effective sales process for your service
- Explain the benefits of having an effective sales process that can be used consistently to deliver better sales results

COURSE OUTCOMES

By the end of the course, participants should be able to:

- Describe methods for establishing customer trends and types
- Understand the business context and potential sales barriers
- Identify opportunities for sales development
- Plan objectives and set goals
- Understand fundamental communication strategies with clients
- Encourage staff participation and monitor sales progress
- Request feedback from customers and respond proactively
- Evaluate effectiveness of sales development and adjust activities
- Maximise sales potential by planning, implementing and evaluating sales
- Recognise the link between sales and “marketing.”
- Discover how to use low-cost publicity to get your name known.
- Apply personal selling skills to sell products or services.
- Apply closing techniques to sell products or services.



COURSE OUTLINE

- ✓ Understanding your company's mission & vision
- ✓ Determining your personal vision
- ✓ Effective Marketing practices
- ✓ The 4-Ps of Marketing
- ✓ The Marketing Plan
- ✓ Advertising
- ✓ Customer-driven Marketing & Sales
- ✓ Customers – our lifeblood
- ✓ Competencies of effective sales people
- ✓ Defining your client base
- ✓ Goal setting for sales
- ✓ Effective Time Management
- ✓ Administration – Paperwork & Record keeping
- ✓ Building Confidence
- ✓ Types of Behaviour
- ✓ Behavioural Styles (DISC)
- ✓ Product Knowledge
- ✓ Product Differentiation
- ✓ Process for Effective Selling
- ✓ Establishing Customer Needs
- ✓ Questioning Techniques
- ✓ Clarifying Understanding
- ✓ Active Listening
- ✓ Closing the sale



- ✓ Up-selling
- ✓ Selling in a Recession
- ✓ Negotiation Skills
- ✓ After-sales Service

Behaviours needed for sales persons

- ✓ Reject Rejection
- ✓ Some will, some won't, so what
- ✓ Developing resilience for sales people
- ✓ Persistence and determination

Identifying the Reasons Why Clients Don't Buy!

- ✓ No Trust
- ✓ No Hurry
- ✓ No Money
- ✓ No Need
- ✓ No Want or Value
- ✓ No Understanding
- ✓ No Courage to commit

Closing the Sale

- ✓ Overcoming each reason so as to close the sale
- ✓ Comprehensive techniques for closing the sale

