

SALES SKILL SETS

Sales Skill Sets combines the latest research on the science of sales and sales management, with the decades of practical experience supplied by our presenters, providing a unique customisable programme that can be tailored to meet the needs of your salespeople and organisation.



What challenge does this address?

Sales are fundamental to every business, nothing happens until something is sold and without sales, a business dies. Vast amounts of courses, books, and online materials have been produced about selling, these are typically proprietary information based on what worked for the author at the time in a particular environment and set of circumstances.

Finding the right sales development course that delivers the relevant material for your businesses and sales peoples specific requirements is a major challenge.

The **12 Essential Sales Skill Sets** give you proven strategies and techniques that work and dismiss many accepted facts about sales and selling as mere myth and speculation.

Why “Sales Skill Sets” may be right for you?

Certain sales skills are universal no matter what the sector or type of selling employed. Our **12 Essential Sales Skill Sets** can be tailored to your business's individual requirements. We cover anything from bringing new starters quickly up to speed to enhanced negotiation skills for experienced salespeople. Our courses are designed around your needs.

Who is Sales Skill Sets for?

Sales Skill Sets are a combination of tools and techniques backed up by the latest research that can be tailored to help your salespeople excel in a world where buyers have almost unlimited choice and trust is at an all-time low.

Developed and presented by **Novalead** Limited
Discover more at: novalead.co.uk/sales/

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How will “Sales Skill Sets” solve the challenge?

Our partners have all spent many years face to face with real customers in real life sales situations. We, therefore, are not just trainers presenting a course, we draw from an abundance of real-world practical sales experience.

Our **12 Essential Sales Skill Sets** are not just based on individual experience or accepted practices, they are also based on some of the most significant scientific studies on sales and selling that have ever been done. Backed up by real-world peer-reviewed papers, we are able to dismiss many accepted facts about sales and selling as mere myth and speculation, giving your people techniques and strategies that work.

The 12 essential Sales Skill Sets covered:

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|------------------------|----------------------|--------------------|----------------------------|
| - Preparing to Sell | - Building Rapport | - Listening Skills | - Objection Handling |
| - Persistence in Sales | - Building Trust | - Confidence | - Negotiation |
| - Communication | - Questioning Skills | - Visualisation | - To Close or Not to Close |

Sales Skill Sets Training is a Customisable Workshop for up to eight people usually over two days.

The Outcome you will see?

On the completion of the 12 Essential Skills for Sales Success you will be able to:

- Overcome the challenges of selling in the 21st Century & Identify sales behaviours in order of effectiveness.
- Use the power of preparation and persistence to achieve greater sales success.
- Create a great first impression and build instant rapport and trust with anyone.
- Use enhanced questioning and listening skills to identify a buyer's true motivations.
- Be extremely confident in any situation and apply one simple technique that kills objections.
- Get what you want in a negotiation, whilst making the other person feel good about the transaction.

Follow-Up to Maximise Recall

Learning theory tells us recall of any information drops to just 20% over time. To avoid this and ensure maximum impact from the Quality Through People workshops we deliver each attendee with a scheduled series of five concise reviews as follows: after 24 hours, 1 week, 1 month, 3 months and 6 months to ensure maximum retention of these important business and life skills.

Discover more about the **Novalead** Limited customer journey at:
www.novalead.co.uk/journey/

Find our more online

Go to our website to discover more about our services and read our latest blog posts, book reviews and industry news.

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