

Running Productive Sales Meetings – Effective Face to Face Selling

2 Days

Overview

This highly interactive two-day course focuses on preparation for and managing face to face meetings with your customers. Meetings give you the best chance to turn a prospect into a sale and to develop long term relationships with your present customers – this course will ensure that you have the in depth skills and knowledge to make the most of this opportunity.

Who is it suitable for?

Suitable for any sales person who has a front line sales role and will be or is meeting face to face with customers.

What will I learn?

By the end of this course you will be able to:

- Arrive at a sales meeting fully prepared
- Be able to manage and control the meeting from the beginning
- Ensure you have a complete understanding of your customer's business needs
- Present your product or service offering your customer solutions and benefits
- Ensure you gain the commitment to buy from the customer
- Tailor your approach to the customer's buying style
- Build a long lasting and positive relationship with your customer
- Produce your own development plan

Pre course work

Delegates will need to bring detailed information on products and services that they normally use during client meetings and come prepared for one upcoming face to face sales meeting. This will be used as a case study to be used during the course.

What will it cover?

Preparation for the meeting

- Differences between selling on the telephone and face to face meetings
- The various types of meetings and how they differ
- Objectives - why are you having the meeting?
- What to take and information to know

Structure of a meeting

- Creating the right impression
- Introductions and agendas to manage the meeting
- Information gathering to ensure understanding

- Focused listening skills
- Presenting your case effectively – offering sales solutions
- Ensuring commitment to buy from the customer
- Following up to ensure a successful outcome

Personal presentation

- First impressions matter
- Understanding and using body language
- The different customer personality types and how to effectively build rapport with them
- Some presentations will be recorded for you to view and you will be given feedback on how to enhance your approach and delivery

Using visual aids

- The different aids available – presenters, laptops, brochures etc
- How to use them effectively

Personal development

- Preparing a personal action plan