



Course Description:

Pro Sell 2 is our “keystone” business development course, which has been proven to substantially increase business gains for firms who implement the Pro Sell training programme within their business.

This course covers all the essential skills required to conduct a sales meeting with a target or client. It takes delegates step by step through a robust, logical, easy to remember sales process, which forms the basis for building strong relationships whilst establishing how to add value to the clients business through a consultative sales process.

The course is delivered in a very enjoyable interactive way, using a number of learning methods including theory lectures, training videos and role play to ensure the core messages and skills are embedded in the shortest possible time frame.

Course Output:

Following Pro Sell 2, delegates will have the knowledge, skills and confidence to attend client and target sales meetings and during those meetings, develop rapport and gain an understanding of how your firm can add value to that client or target. Delegates will also be able to establish the most effective method of presenting your firm’s proposal thus giving them the highest chance of winning business.

Training Content Includes:

- » Sales Psychology – understanding what makes clients buy
- » The difference between “pitch selling” and the consultative sales process
- » How to set meeting objectives
- » How to develop and use effective icebreakers
- » Understanding why we must gain control of the meeting and how we achieve that control
 - Developing effective questioning and listening skills
- » How to build effective long lasting relationships
- » Closing a meeting to achieve your predetermined objectives

Who Should Attend:

Any individual required to attend sales meetings with clients and targets.

Course Duration:

Two Days