

CLOSING SALES



AT A GLANCE:

Course length: 15-20 mins

Video length: 2-3 mins

Languages: English, Chinese

Sales Collection

Proven techniques for successful sales professionals.

What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

ABOUT THIS COURSE

The end is in sight and now it's time to close the deal. In this course we'll explore how to: ask for the order, expand a repeat order, and what to do if you get turned down.

KEY INSIGHTS

- **Ask for the Order** - Try for an early close. It could save your time or teach you more about the customer's needs. Build an agreement staircase towards closing the deal.
- **Keep Trying** - Know what you're going to say when you close - prepare your closes. If your first close fails, use recovery lines to get back on track.
- **Think Bigger** - When closing, be a salesperson, not a collecting agent. Widen your horizons and look for the upsell opportunities.

“ Why can't all e-learning be like this? Its short, funny and uses famous actors, I love it! ”
South London & Maudsley NHS Trust

WHO AND WHY

Training for your sales team on the complete cycle of sales - from identifying a need, researching the customer, explaining the benefits, to closing the sale.

CONSULTANT SELLING



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ABOUT THIS COURSE

A good sales consultant forms long-term, trusting relationships with their clients. In this course we look at the different roles involved in consultant selling and at how a sales relationship can grow into a business partnership.

KEY INSIGHTS

- **Being a Business Partner** - When you're developing a relationship with a client, identify the mutual benefits arising from the relationship.
- **Being a Consultant** - When you're selling a service rather than a product, it's even more important to build confidence and trust with your client.
- **Being a Problem Solver** - When things aren't working out, take time and identify the client's real problem.

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CONTROL AND CLOSE



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ABOUT THIS COURSE

In Needs and Objectives we looked at preparing for the sales meeting. It's time for action: the sales presentation. Show them the benefits and meet their objections.

KEY INSIGHTS

- **Closing the Sale** - Watch for buying signals. Ask for the order. Then keep your mouth shut.
- **Explain the Benefits** - Sell the benefits, not features. Relate the product to the customer's needs.
- **Meet Objection** - Objections can be a good sign. Make objections specific. Put them into perspective and give compensating factors.

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DIFFICULT SALES



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Languages: English, Chinese

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- Bite-size videos
- Interactive exercises
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ABOUT THIS COURSE

It can be easy to dismiss difficult customers as a waste of time, but remember: someone, somewhere is selling to these customers. Enter the VR training room and learn how to deal with their personalities and objections.

KEY INSIGHTS

- **The Dictator** - Dictators hold strong opinions that you're not going to change. Encourage them to talk. Don't interrupt - let them reveal their prejudices. Their vanity can be used to close a sale.
- **The Ditherer** - The key to the ditherer is mental laziness - not bothering to plan things or see them through. So organise them.
- **The Ducker** - Duckers are anxious. They don't want to take responsibility for making a decision.

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NEEDS AND OBJECTIVES



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ABOUT THIS COURSE

To give yourself every chance of getting the sale you need to do your homework. Make sure you know: your customer and the product; what you want to get out of the meeting; and how to get the right information for the sale.

KEY INSIGHTS

- **Ask Questions** - Ask open questions. Keep control of the interview.
- **Research** - The customer. The product. The relationship.
- **Set Objectives** - Prepare alternatives. Look for other customers for your products. Look for other products for your customer.

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THE ART OF SELLING



AT A GLANCE:

Course length: 40-60 mins

Video length: 28 mins

Languages: English, Italian, Spanish

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- Bite-size videos
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ABOUT THIS COURSE

The best thing about dealing with a good sales person is you don't feel like you're being sold to. As far as you're concerned you're just receiving good service.

KEY INSIGHTS

This programme is designed to equip your staff with all the skills and techniques they need to approach sales opportunities with confidence. It looks at a variety of scenarios which all sales staff can relate to, such as the department store, the DIY store, the bank, the shoe shop and many more. Using humorous, and highly memorable, right and wrong-way scenarios, the four key stages of selling, in both retail and financial situations, are illustrated.

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