

## TACTICAL SELLING SKILLS

<b>Unit Standard</b>	<b>119676- Apply the skills of customer care in a specific work environment</b>
<b>NQF</b>	<b>Level 4</b>
<b>Credits</b>	<b>Varied</b>
<b>Duration</b>	<b>1 Day</b>
<b>Organisational Development Area</b>	<b>Staff responsible for Building Customer (Internal or external) Relationships</b>

### SYNOPSIS

Success in selling is a state of mind, with its possibilities dependent upon pro active actions, discipline and a high degree of dedication. To be effective, sales people must do all the right things before, during and after the sales pitch. Tactical selling involves conscious planning in advance on handling the key phases of the sales call, places the emphasis squarely where it belongs and that is upon the customer. It launches new sales people on the road to meet and exceed quotas and to gaining the confidence they need to sell effectively. It also addresses other aspects that make the closing easier. This style of selling is a non-manipulative process that makes those sales perpetual and it ensures that there is a long term buyer-seller affiliation.

### COURSE OUTLINE

- Introduction to tactical selling:
  - Defining tactical selling;
  - Analysing the selling process and taking a look at the changing trend in selling.
- The salesperson:
  - Lead participants to assess themselves as a salesperson and to determine their prime selling purpose.
- The selling process:
  - Examine the reasons for customer purchase by focusing on the most important person: the customer;
  - Understand the "sales funnel" approach to productive sales.
- Sales funnel contacts:
  - Examine the source and methods of prospecting and qualifying prospects.
- Sales funnel opening presentation:
  - Examine the most effective ways to question, listen and verify in the content of exploring a customer's wants and needs.
- Sales funnel closing:
  - Working with customer's objections;
  - Helping customers make a commitment;
  - Examine the verbal and non-verbal buying signals.
- Sales funnel flexibility:
  - Developing the "win-win" approach to selling.

- Dealing with the irate customer:
  - A journey into empathy;
  - Effective steps to deal with the angry customer.
  
- Tactical phone power:
  - Discover the techniques to effectively deal with prospects through the telephone;
  - Getting through for the appointment;
  - Generating the initial benefit statement.

## **COURSE OUTCOMES**

Upon successful completion of this course, learners will be able to demonstrate their ability to:

- Develop and maintain an honest, enthusiastic attitude;
- Effective questioning;
- Go beyond the "features & benefits";
- Making your approach to selling highly professional;
- Reaffirm essential communication skills in the selling process;
- Techniques that make people come back for more;
- The basic tactical selling tools for more results;
- Work with customers on their objections.