

# Field Sales Skills

 Duration: 1 to 2 days  Maximum group size: 12 people

## Course overview

An essential course for sales people who are required to qualify / confirm appointments and then conduct a face to face sales meeting. Delegates will learn the importance of pre-meeting preparation, gain the confidence to fully explore the needs of a customer and present a well-structured solution that demonstrates clear benefits and value.

## Who would benefit from attending?

Field based professionals who are required to present and sell your products / services face to face.

## Core development objectives covered

- Understanding the sales process & why people buy
- Planning & research for a customer meeting
- Meeting management & best practice protocol
- Effective questioning & listening skills
- Employing a consultative & conversational approach
- Understanding the wants, needs and expectations of the customer
- Differentiating from the competition
- Presenting strong benefit statements
- Handling objections effectively
- Managing objections on price
- Closing the sale ~ gaining agreement
- Professional sales follow up procedures

## Delivery methodology

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

Get in touch with one of our Learning & Development Managers – 01623 409 824 • [info@futureproof-training.co.uk](mailto:info@futureproof-training.co.uk)