

Sales Training (Basics)

LESEN SIE HIER

- Introduction
- Basics of selling
- Performance maximation
- Setting goals, achieving goals
- Phases of a sales conversation
- Contact phase
- Body language
- Basics of communication
- Customer needs analysis
- Correct question technique
- Active listening
- Offer phase
- Conclusion phase
- Conclusion techniques
- Reinforcers
- Day clearing



"[...] 'Sales' is more than the mere selling of goods. In its most refined form, it is the art of [...] communicating, of appreciating, and of influencing others for mutual benefit ..."

Cassan

*"It is not prudent to pay too much –
at the same time, however, it is equally imprudent to pay too little!"*

If you pay too much, all you are going to lose is some money, and that's it!

*If you pay too little, however, you might be at risk of losing everything because the object
you bought is unable to perform what it was bought to do.*

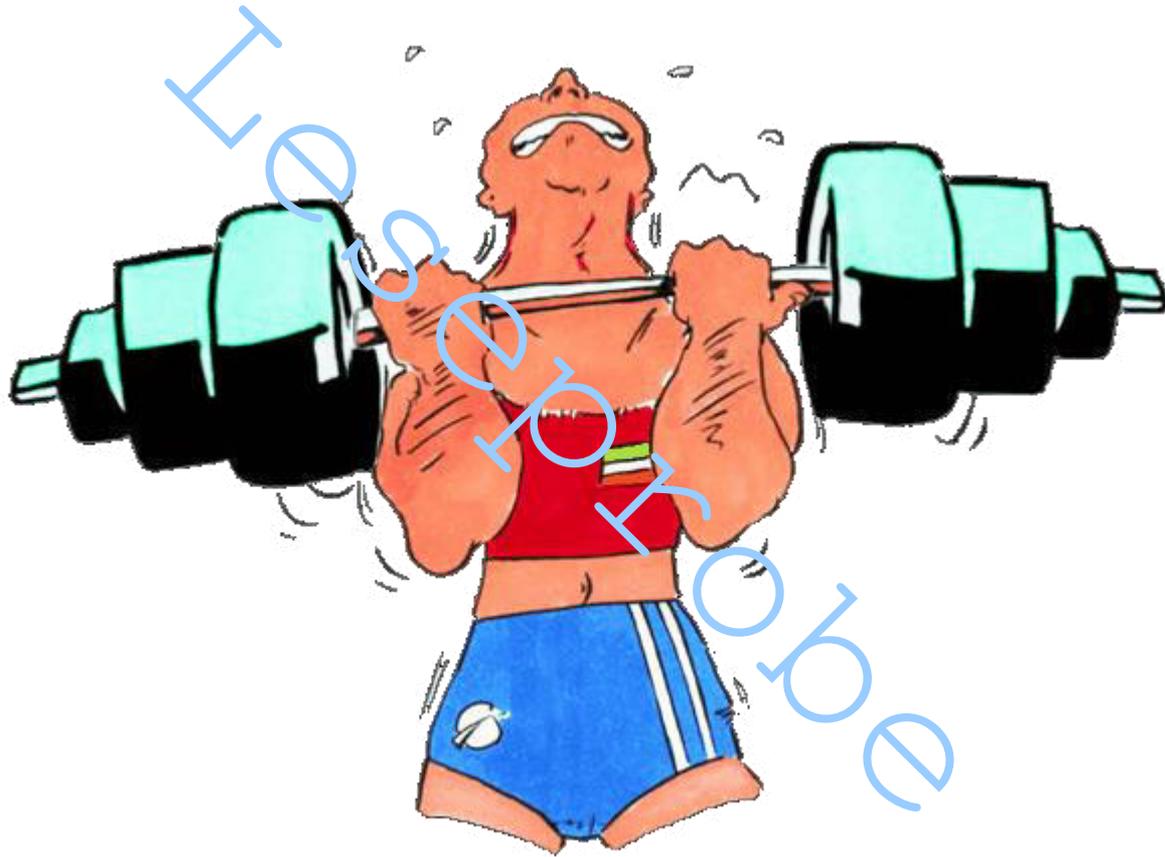
*If you deal with the lowest bidder,
it is advisable to add some money to the offer for the risk you are running.*

And if you do that, you have enough money to buy something better."

John Ruskin



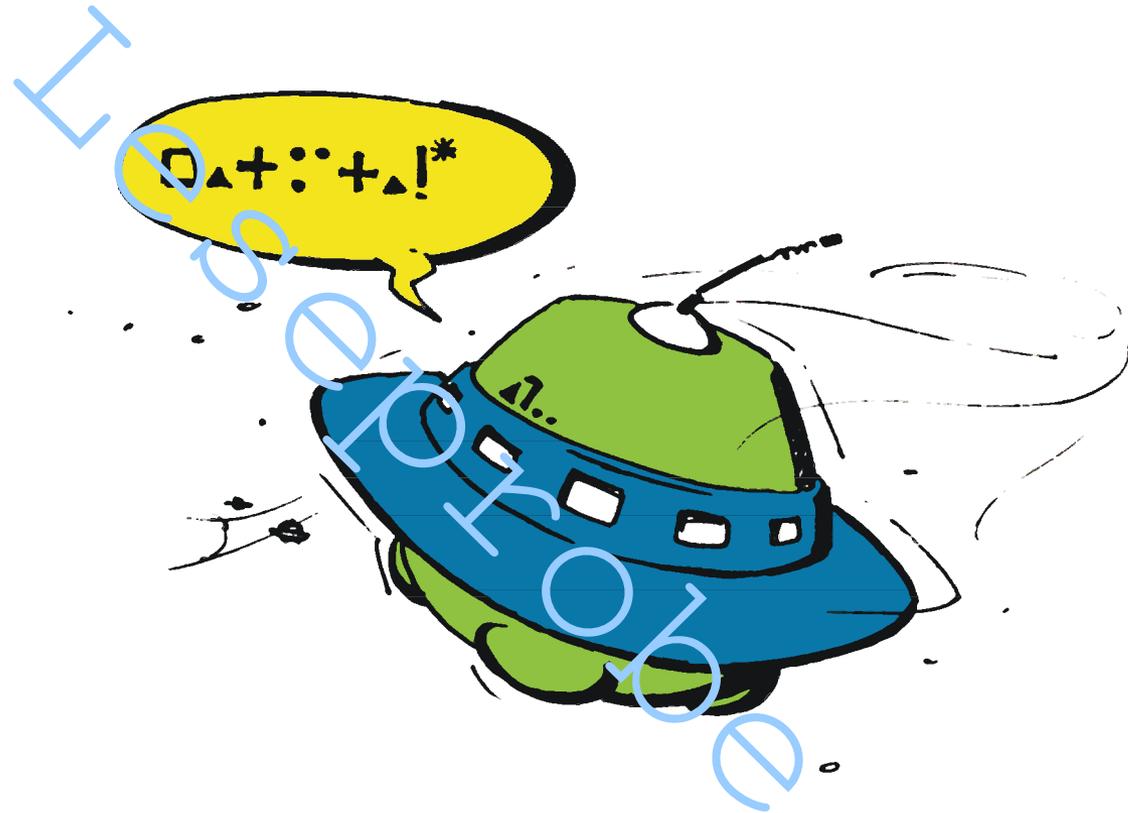




name / task	activity planner	A	B	C
Lewis, Inc.	call regarding order	X		
Mr. Miller	call regarding liability	X		
Mrs. Ryder	inquire regarding offer	X		
presentation	rearrange		X	
employees	meeting regarding customer			X
trade journal	sort			X
correspondence	sort out old docs			X







The most important pillar of successful selling!

Three positive rules you should observe:



joy
(experience and create joy)



success
(attain your own goals)



balance
(balance your work)



- set goals
- plan measures
- develop activities
- control achievements

1. Definition of goals

At first, the goal consist of an **idea**, a **vision** describing future conditions that are **rewarding, desirable, or necessary**.

2. Formal requirements of a goal

SEVEN QUESTIONS

1. **WHICH** goal is to be achieved?
2. **HOW MUCH** is to be achieved?
3. **HOW** should the goal be achieved?
4. **WHO** should achieve the goal?
5. **WHERE** should the goal be achieved?
6. **WHEN** should the goal be achieved?
7. **WHY** should the goal be achieved?

