

Effective sales course.

The objective of this course is to have a model in which we can reach goals in the business field. This assures a growth where we can allow to increase their sales, as well as having a technical document and tools that will expand the commercial process of products and services of any organization.

Step 1 PLANNING

Have quantitative and qualitative tools so that the sales professional is able to define their objectives, goals and action strategies.

Determine a strategy to retain a client portfolio, and thus have an effective growth projection.

Step 2 PROSPECTING

Have a greater number of prospects to increase business possibilities.

Step 3 CONSULTING

Establish trust with the prospect to identify their needs, identifying the customer profile from active and empathetic listening. Making the best recommendation of the product or service.

Step 4 PRESENTATION OF THE PRODUCT.

Once the customer profile has been identified, present the product or service, linking it to their need and benefits.

Step 5 HANDLING OBJECTIONS

Make the client feel that he is right, taking advantage of his doubts and objections, we clarify him and reinforce the benefits and advantages of the products and services.

Step 6 CLOSE

Obtaining the positive decision of the client for the acquisition of the products or services. With a win-win approach.

Step 7 FOLLOW-UP

Offering a service that ensures maintaining and strengthening customer relationships and achieving loyalty and recommendations with other prospects.

Course duration

On-site or online course

This course is aimed at: Micro-enterprises, entrepreneurs and the general public.