

Q *How can we close more sales?*

**Your goals**

*Gaining and retaining more customers  
Motivating and persuading  
Answering the price objection  
Developing a conversational sales technique*

## The TACK Sales Training Course

**The world famous programme that delivers sales results!**

**To be effective in these demanding times requires true professionalism. In this practical and participative course, your sales team will learn the latest ways to apply professional solution-based selling techniques.**

Through a carefully constructed programme of group projects, individual exercises, videos, discussions and input sessions, your sales people will see how they can be more professional in their personal selling activities. New sales people will gain vital confidence from the knowledge and skills they learn, while more experienced people will benefit from refreshing and updating their skills.

Throughout the programme, working with easy to use worksheets, participants will be able to personalise all aspects of their offer around their own products and services. Both new and experienced sales people will leave the course better able to motivate and persuade - and better able to close profitable business.



### You will learn

- Professional selling today - the skills and qualities you need
- Selling by objectives - the essential planning process for maximising effectiveness
- How to make appointments and obtain interviews
- How to gain and fully retain attention
- Questioning and listening skills to probe and identify real needs
- Offer Analysis - the vital discipline which assembles the features of your offer, converts them into benefits and relates them personally to each customer
- How to make customers want to buy from you
- How to answer objections
- How and when to close a sale
- How to build good client relationships
- Customers' likes and dislikes, and how to adapt your sales technique to each situation

### Who will benefit?

New and experienced sales people from all types of selling background. Also management and non-sales personnel who need greater sales awareness.

### Programme high points

- **Practical worksheets** you develop for immediate use in the field
- **Offer Analysis** to convert features to benefits to motivational 'You Appeal'
- The in-depth **presentation planning** form

*All TACK courses are highly interactive and are run under licence from TACK Training Worldwide Ltd*

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**Sales - management - communication - telephone - finance**