



## **Course Title      Developing your Sales Technique**

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Who should attend?      Sales Staff

Overview      Looking at what is important to consider before, during and after making sales calls, buying signals and closing the sale.

Duration      2 hours

### **Course Content**

- 1) Features and Benefits
- 2) Who, when, where, what
- 3) Customers
- 4) WIIFM
- 5) 4 Things Customers want
- 6) Human Business Model
- 7) Voice
- 8) Sales Process / Questions
- 9) Objections / Closing
- 10) SMART Objective Setting