

Program Title
Selling Skills

Program Duration
1 day

Program Objective

By the end of the program the participants shall be able to

1. Understand the Sales Process as it applies to selling of financial products
2. Learn various techniques in sales and demonstrate it in a role play situation

Program Outline

Day	Session Title	Duration	Session Methodology
I	What do we sell? <ul style="list-style-type: none"> - Selling abstract vs. selling goods - Selling a Promise - TRUST – the single most important factor 	30 mins	Interactive Discussion
	The Sales Process <ul style="list-style-type: none"> - Suspecting - Prospecting - Approach - Need Identification - Presentation - Handling Objections - Closing - Follow-up 	1 hour	Interactive Discussion
	Suspecting/Prospecting & Approach <ul style="list-style-type: none"> - Prospecting Methods - The right approach - Personal Hygiene & Grooming 	1 ½ hours	Interactive Discussion Role Plays Group Activity
I (Post Lunch)	Need Identification <ul style="list-style-type: none"> - Questioning Skills - Listening Skills - HOT BUTTONS 	1 ½ hours	Role Plays
	Presentation & Objection Handling <ul style="list-style-type: none"> - Features, Advantages, benefits – Translating features into benefits & emphasizing benefits - Acknowledge, Respond with facts - Feel, felt, found 	1 ½ hours	Interactive Discussion
	Closing & Follow-ups <ul style="list-style-type: none"> - Asking for the Sale – Buyer’s signals - Asking for referrals - Customer Service 	30 mins	Interactive Discussion Role Plays

Min/Max Participants

12-16

Who should attend?

Frontline sales staff