

*“The person who does the work does the learning”*

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## Sales Skills for Non-Salespeople

**COURSE LENGTH: 1 day**

### OUTCOMES

- Understand the reasons people buy
- Understand the sales cycle and the skills required for each stage
- Know how to generate leads, qualify them and convert them into sales
- Know how to build rapport and transition out of it
- Use the right questions to discover needs
- Know how to earn trust through listening
- Understand the four P's of presenting solutions – prioritise, personalise, prepare, practise
- Know how to respond to and overcome objections
- Recognise when to close the sale and apply different techniques to do so
- Know how to plan to follow up activities
- Know how to ask for referrals

You'll see a variety of learning strategies: cooperative / collaborative, constructive, experiential, Socratic, accelerated learning. Participants will experience rotation of paired / small group work, the creation or completion of partial existing content to adapt it to their own situations, the tactical use of purposeful questions to guide people to self-discovery rather than just telling, intermittent problem-solving team-based challenges, a welcoming learning environment that gets the learners and their brains ready to learn.

As part of addressing ever-diverse groups, as well as being generally wise principles of learning, I also draw on principles from the field of Maori education:

- Ako (Learners also learn when they teach others)
- Poutama (Like a ladder, learning needs to climb on previous learning)
- Te Whare Tapa Wha (The learner's needs need to be met across multiple dimensions: physical, mental, emotional, social)
- Tuakana Teina ('buddy system')

People are different and some topics lend themselves to being best delivered by particular styles. Therefore, what you get is *variety*, and a professional, experienced facilitator able to take examples and scenarios from the real-world of the participants and workshop them together in real-time, as opposed to didactic linear delivery of generic content. These methods ensure a productive, effective, and efficient balance between the delivery of academic content, and a practical and relevant session that is engaging, memorable, and interactive.