

AAIM Course Description



Professional Selling Skills

Sales teams are the first line interface to your customers. Their ability or inability to develop relationships and promote your products directly impacts your business. As competitors continue to “one up” the promises they can deliver, your team must be prepared to address your customers’ concerns and business objectives. This course is designed to provide baseline and some advanced selling skills and demonstrates how to engage and build the right relationships with the right people in your customer base.

At the end of this course you will be able to:

- More effectively open sales calls in a productive manner and establish a customer-focused agenda for the call.
- Present a clear agenda that meets your objectives and those of your prospect or customer
- Become more adept at questioning skills so that you may build a complete understanding of customer needs, encouraging an open and free exchange of information
- Develop a complete understanding of customer or prospect circumstances, highlighting the connection between products or services and what motivates customers to make a buying decision
- Improve the link between product or service features and benefits and customer needs to help the customer make a buying decision in your favor
- Make stronger supporting statements, describing product or service benefits more directly, clearly stating how each will benefit the customer
- Utilize a strategic questioning system to move stalled sales forward with prospects and customers who are disinterested in your solution
- Apply proven short and long-term tactics to make this strategy more effective
- Use a professional approach toward securing commitment from a prospect or customer

Topics that will be covered:

- Opening and Setting the Tone
- The Difference Between Familiarity and Rapport
- Understanding Customer Circumstances
- How Customer Circumstances Drive the Need for Your Product or Service
- Asking Great Questions that Give You a Competitive Advantage
- Your Product and Service Story
- Asking for Commitment
- Stalled Sales: How to Manage the Uninterested Prospect or Customer

Prerequisites: Anyone who communicates with internal or external customers through face-to-face interactions, phone conversations or by email.

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Advanced Preparation: There is no advance preparation for this course.

Competencies: Communication, Customer Focus

Delivery Method: Group-Live | **Course Level:** Basic | **Duration:** Half-day

Continuing Education/Recertification Credits: CPE Credits, HRCI Recertification Credits and SHRM Professional Development Credits may be available for this course.