

How the Course is broken down

<p>The Magic Of Motivation</p> <p>The Concept of WinWin Selling</p> <ul style="list-style-type: none">• Understand how selling is changing• Recognise the difference between WinWin and other technique oriented selling methods• Understand and be able to apply the essential skills of WinWin Selling™ <p>Confidence & Self Image</p> <ul style="list-style-type: none">• Drawing dividends from defeat• Deal Positively With Setbacks• Setting Positive Career & Personal Goals <p>Winning Peoples Support</p> <ul style="list-style-type: none">• The Essential Skills Of Win/Win Communication• Developing Outstanding Interpersonal Skills• Gaining The Enthusiastic Support Of Customers, Managers And Friends (Gaining Support through Teamwork)	<p>Creating Customers</p> <p>Helping People to Buy</p> <ul style="list-style-type: none">• How To Create Positive Buying Images• The Importance of Product Knowledge• The Importance Of Highlighting Unique Selling Points• Dealing With Competition <p>Maximising Selling Productivity</p> <ul style="list-style-type: none">• Where Your Time Goes• How to Maximise the Use of Selling Time <p>Generating New Business</p> <ul style="list-style-type: none">• Increasing Your Prospects Of Getting New Customers• Maximising Sales Through Proper Use Of The Telephone <p>Forecasting Sales</p> <ul style="list-style-type: none">• Where to Focus Your Efforts for Best Return• How To Set Sales Targets
<p>WinWin Selling A Formula for Success</p> <p>Establishing a Positive Selling Environment</p> <ul style="list-style-type: none">• How Badly Chosen Words Can Cost You A Sale• Understanding The Essentials Of Customer Body Language <p>Fact Finding Skills</p> <ul style="list-style-type: none">• Creating a Positive First Impression• Planning a Professional Fact Finding Meeting• Keeping the Focus on Essential Information• Conducting a Professional Fact Finding Meeting <p>Creating Winning Proposals</p> <ul style="list-style-type: none">• Sales Proposal The Fundamentals• Producing winning proposals <p>Making Professional Sales Presentations</p> <ul style="list-style-type: none">• 20 Top Tips In Making Presentations• Making Sales from Professional Demonstrations	<p>Negotiating Profitable Sales</p> <p>Converting Customer Concerns into Sales</p> <ul style="list-style-type: none">• Creating the conditions that inspire people to buy• Handling Customer Concerns About Buying• Building Customer Confidence on Price <p>Negotiating Profitable Sales</p> <ul style="list-style-type: none">• Planning the Negotiation• Using Negotiating Skills To Increase Sales And Profits <p>Building Sales on Customer Care</p> <ul style="list-style-type: none">• Caring for Customers• How you and your company can provide outstanding service• Turning Serious Complaints Into Opportunities

WinWin Selling Sessions

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| <ol style="list-style-type: none">1. Understand how selling is changing2. Recognise the difference between WinWin and other technique oriented selling methods3. Understand and be able to apply the essential skills of WinWin Selling™4. Drawing dividends from defeat5. Deal Positively With Setbacks6. Setting Positive Career & Personal Goals7. The Essential Skills Of Win/Win Communication8. Developing Outstanding Interpersonal Skills9. Gaining The Enthusiastic Support Of Customers, Managers And Friends (Gaining Support through Teamwork)10. How To Create Positive Buying Images11. The Importance of Product Knowledge12. The Importance Of Highlighting Unique Selling Points13. Dealing With Competition14. Where Your Time Goes15. How to Maximise the Use of Selling Time16. Increasing Your Prospects Of Getting New Customers17. Maximising Sales Through Proper Use Of The Telephone18. Where to Focus Your Efforts for Best Return | <ol style="list-style-type: none">19. How To Set Sales Targets20. How Badly Chosen Words Can Cost You A Sale21. Understanding The Essentials Of Customer Body Language22. Creating a Positive First Impression23. Planning a Professional Fact Finding Meeting24. Keeping the Focus on Essential Information25. Conducting a Professional Fact Finding Meeting26. Sales Proposal The Fundamentals27. Producing winning proposals28. 20 Top Tips In Making Presentations29. Making Sales from Professional Demonstrations30. Creating the conditions that inspire people to buy31. Handling Customer Concerns About Buying32. Building Customer Confidence on Price33. Planning the Negotiation34. Using Negotiating Skills To Increase Sales And Profits35. Caring for Customers36. How you and your company can provide outstanding service37. Turning Serious Complaints Into Opportunities |
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