

Effective Selling Skills

Courseware



Level: Frontline Sales, Tele calling

Training Material – Category Skills

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Chapter 1: Overview

This content is written for the front line sales person. This sales person can be carrying out telesales or interacts with customers directly. Largely the responsibility will be to:

- Interact with individual customers to create a positive impression
- Generate sales revenue for the organization
- Develop self for the next role

This role is a critical one as the brand promise gets realized by the customer at this level. As this is often the entry level role in an organization, sufficient training needs to be imparted so that the intended message is communicated and brand is built up.

Sales persons by nature must have a very positive attitude and must see things in a positive light. The optimism and the energy is important to make the individual succeed in the role.

At the end of the session, this individual should

- Have in depth understanding of the role
- Develop perspectives to be customer centric
- Know the sales process that is to be followed
- Acquire the necessary skills for making a sales call
- Know the various planning and reporting templates to be followed
- Develop self to move to the next role

Positivity and optimism is a necessary criteria and it is essential to build the same continuously as a sales person.

The comprehensive frontline training kit comprises:

- Effective selling skills
- Delivering service excellence
- Building positive attitude
- Planning
- Communication skills
- Customer centricity

To order for the individual programs or the complete kit, write to Saugata@metl.in

Chapter 2: Understanding Sales

Sales is a very interesting domain for the person who understands it well and a very frustrating one for those who do not get the pulse of the function. There is nothing as exciting as closing a sale that means winning the trust of a customer.

Success in sales is not by accident, it is by design. A sales person handles a number of variables like understanding customer needs, understanding the decision making phase, handling competitive scenarios, displaying adequate expertise, smoothly closing the transaction.

As much as a sales person prepares the outcome of the sales call is often not in the control of the sales person. The customer can be switched off in a moment and one might never know what happened and why a call that was about to close actually did not materialize.

There will be times when the customer has told that they are very pleased with the product though after multiple follow ups the sales person is unable to get customers to commit the money. Then there are situations where the speed of transaction from enquiry to close is so fast that the sales person could not believe it.

The sales environment has changed substantially over the past few years. Multiple sales channels have developed and customers have the option to buy consumer goods from different types of retail stores, web portals and bulk discounters.

Competition has also increased drastically and now there are literally no products in the marketplace that does not have an equivalent offering from a competitor. Companies focus energies on making the product available at the most convenient locations thereby making the purchase process easier for the consumer.

In such a situation where is the role of the sales person. As products become more similar and multiple brands are sold from the same outlet, the role of a sales person increases substantially. The sales person has to understand what the customer is looking for and offer the product that matches the customer needs most closely.

Research shows that customers buy only when they trust the sales person. This trust is a factor of the sales person's ability to understand the customer requirements, suggest a solution and genuinely help the customer make a choice. A lot of these are based on feeling of comfort and therefore difficult to document.

A customer is the most valuable asset to a company and sales is the function that is responsible for fulfilling customer requirements.