

Advanced Selling Skills (1-day class)

The core Sellings Skills module builds a foundation for, and gives employees the tools needed in, the Advanced Selling Skills program. The Advanced Selling Skills module can be taken at a later date as a follow-up to the Selling Skills Program. The advanced module includes a sales and product review and offers more advanced skills that take sales to a higher level. If Advanded Selling Skills is taken immediately after the Selling Skills class, the half-day Review portion is not needed, making Advanced Selling Skills a half-day class.

Review

When taken some time after the initial Selling Skills class, we include a ½-day review of the skills previously learned, and a product review presented through an exciting Jeopardy game board, as shown at Farmers Telephone Cooperative in Rainsville, AL (right).



Farmer's Telephone Cooperative employees hone their knowledge of features and benefits playing CLASS Services and Bundled Services Jeopardy as part of Review and Advanced Selling Skills.

Benefits of Advanced Selling Skills

- Dramatically improves the bottom line.
- Armed with these sales skills, front-line employees...
 - Overcome customer indifference
 - Effectively handle pricing objections.
 - Create more revenue, build customer base, and increase loyalty.
- Needs-based selling skills are consistent with a telco's customer service culture.

Advanced Selling Skills

For the sake of continuity, the same scenarios from the original Selling Skills class are used. Donna the Service Rep (from the videos in the initial Selling Skills class) returns to illustrate the handling of more complicated sales issues. In the Advanced module, Donna is working on the same service order for the same customer, Mr. Anderson. As she completes the order she must handle a failed close, customer indifference and pricing objections.

Specific topics covered by Advanced Selling Skills

- Understanding Why Customers Don't Buy
- Handling Indifference
- Handling a Failed Close
- Pricing Objections