

SALES SKILL SETS

Sales Skill Sets combines the latest research on the science of sales and sales management, with the decades of practical experience supplied by our presenters, providing a unique customisable programme that can be tailored to meet the needs of your salespeople and organisation.



What challenge does this address?

Sales are fundamental to every business, nothing happens until something is sold and without sales, a business dies. Vast amounts of courses, books, and online materials have been produced about selling, these are typically proprietary information based on what worked for the author at the time in a particular environment and set of circumstances.

Finding the right sales development course that delivers the relevant material for your businesses and sales peoples specific requirements is a major challenge.

Why “Sales Skill Sets” may be right for you?

Certain sales skills are universal no matter what the sector or type of selling employed. Our Sales Skill Sets can be tailored to your business’s individual requirements. We cover anything from bringing new starters quickly up to speed to enhanced negotiation skills for experienced salespeople. Our courses are designed around your needs.

Who is Sales Skill Sets for?

Sales Skill Sets are a combination of tools and techniques backed up by the latest research that can be tailored to help your salespeople excel in a world where buyers have almost unlimited choice and trust is at an all-time low.

Developed and presented by **Novalead** Limited
Discover more at: novalead.co.uk/sales/

Novalead Limited

How will “Sales Skill Sets” solve the challenge?

Our partners have all spent many years face to face with real customers in real life sales situations. We, therefore, are not just trainers presenting a course, we draw from an abundance of real-world practical sales experience.

Our Sales Skill Sets are not just based on individual experience or accepted practices, they are also based on some of the most significant scientific studies on sales and selling that have ever been done. Backed up by real-world peer-reviewed papers, we are able to dismiss many accepted facts about sales and selling as mere myth and speculation, giving you people techniques and strategies that work.

The following are just some of the areas covered:

- Preparing to Sell
- Building Rapport
- Listening Skills
- Negotiating Skills
- To Close or Not to Close
- Understanding Buyers
- Questioning Skills
- Presenting & Pitching Skills
- Turning Complaints into Opportunities

Sales Skill Sets Training is a Customisable Workshop for up to eight people usually over two days.

The Outcome you will see?

Key Outcomes:

- Specific skills delivered to enhance the abilities of the individual salespeople.
- Time and money saved by targeted training, avoiding the unnecessary repetition of cookie-cutter sales courses.
- Increased sales force effectiveness based on the employment of real-world fact-based enhanced sales techniques.
- An informed salesforce, mindful of the customer’s needs, motivated to build relationships and help them solve their problems.

Follow-Up to Maximise Recall

Learning theory tells us recall of any information drops to just 20% over time. To avoid this and ensure maximum impact from the Quality Through People workshops we deliver each attendee with a scheduled series of five concise reviews as follows: after 24 hours, 1 week, 1 month, 3 months and 6 months to ensure maximum retention of these important business and life skills.

Discover more about the **Novalead** Limited customer journey at:
www.novalead.co.uk/journey/

Find our more online

Go to our website to discover more about our services and read our latest blog posts, book reviews and industry news.

www.novalead.co.uk/sales/

info@novalead.co.uk
+44 (0) 8456 170 697



Novalead Limited