



The Art of Selling

There are four modules to this course:

Introduction to Personal Selling

Communication in Personal Selling

Influencing the Customer Buying Process in Personal Selling

Sales Knowledge in Personal Selling

Practical

6 Weeks

2 Assessments

4 Quizzes

You will learn:

Introduction to personal selling

- The history, advantages and disadvantages of personal selling
- Consultative and direct selling
- The selling Cycle Step 1: Prospecting
- The selling cycle – planning the call, approach, presentation, closing and follow-up

Communication

- Verbal communication
- Non-verbal communication
- Written communication and adaptive selling
- Social selling

Influencing the customer buying process

- Sales presentation methods in different situations
- Adapting, negotiating and handling objectives
- Consumer purchase behaviour
- Customer motivation, choice and influencing buyer behaviour

Sales knowledge

- Salesperson qualities and knowledge process
- Sources of information

About this short course

Personal selling is the exchange of ideas or information, verbally or non-verbally between the customer and the salesperson. The earliest form of personal selling involved bartering systems but progressed to the development of coinage which enabled exchange to occur more efficiently. Today, the aim of communication in personal selling is to inform the customer and persuade them to purchase.

It is often said that many people end up in sales as a matter of default, as they did not necessarily search for a career in sales, but rather ended up in sales as a result of not being able to find another job. Yet most successful salespeople are professionals and have no intention of exchanging their careers. One often hears or reads, 'Salespeople are born, not made.' There are clear characteristics associated with effective salespeople, many of which can be trained.

One of the key skills required by salespeople is that of developing and maintaining relationships with their customers over time. This course will give you a better understanding of selling as a career, the use of verbal, non-verbal and written communication in the sales process and how to influence the customer buying process.

You will also realise the importance of sales knowledge and information and how to acquire sales knowledge from a variety of sources, formally and informally. In today's competitive marketplace, those that deliver the fastest and best service will be most successful.

It is vital therefore as part of this course to introduce you to the technology that will make your sales efforts more effective and profitable.

Who should attend this course?

- A great introduction for those that have never worked in sales but wish to pursue a career in personal selling.
- Great for those that have started a career in sales and need a better understanding of the sales function and how the sales function contributes to the organisation's strategy and goals.
- Ideal for those who want to improve their knowledge of sales and those that aspire to become salespeople.
- Perfect for marketers that need a full understanding of the selling process, and how it fits into the overall marketing mix.

R5,500 including VAT