



## effective sales skills - PACOSELL ©

objective	To improve the selling knowledge and skills of B2B sales persons
target group	Sales persons, purchasers who want to “hear the other story”
topics	<ul style="list-style-type: none"><li>What are the 5 sales communication styles?</li><li>Assessment of my sales communication style</li><li>How do I react to the different buyer’s communication styles?</li><li>Which one is the best sales communication style?</li><li>What does the buyer’s body language tell me?</li><li>What are the right questions that I should ask in face to face communication?</li><li>What’s the difference between a problem and a need and how do I discover this?</li><li>Usage of the FFB-model in relation with the DMU criteria</li><li>How do I build a sales argumentation (sellogram)?</li><li>What is the essential of my draft and proposal?</li><li>Timing of price negotiations in the sales cycle</li><li>What are the price negotiating techniques?</li><li>What are the buying signals?</li><li>Closing techniques to get the order now</li></ul>
duration	2 days