

# Mastering the Fundamentals of Selling

Hands-on course of 2 days - 14h

Ref.: FOV - Price 2024: €1 300 (excl. taxes)

## THE PROGRAMME

last updated: 01/2018

### 1) Defining the sales process

- Two different negotiation approaches : BtoB, BtoC
- Preparing the sales meeting
- To understand commercial process and the skills required
- Creating trust and encouraging the customer to listen.
- Introduction to Sales steps

### 2) Introduction : first contact

- Making a positive first impression
  - Building a climate of trust
  - Reinforcing your personal impact during the first meeting
  - Using techniques to assert your charisma
  - Reinforcing your power of persuasion using non verbal communication
- Exercise : Non-verbal exercises and tips for making a positive first impression*

### 3) Discovering your customer's needs

- Identifying the factors involved in your customer's act of buying
- Enhance your questioning and listening skills
- Adopting a listening-based approach
- Mastering the power of questioning and asking the right questions
- Understanding and integrating buyer's needs
- Rephrasing your customer's needs

*Exercise : Listing useful questions to ask and Role-play to discover customer's needs.*

### 4) Convincing customers with a winning argument

- Managing a customer value offer
- Convince customers with well-structured arguments
- The art of persuading through listening
- Creating an offer adapted to buyers using the SPICES method
- All about presenting your offer with the FAB approach
- Present your arguments clearly and convincingly

*Role-playing : Build your sales argument through the SPICES method- Role play.*

#### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

#### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

#### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

## DATES

### REMOTE CLASS

2025 : 27 Feb, 19 Jun, 24 Jul, 02 Oct