



SETTEC  
THE TRAINING HOUSE!

# Maximizing Selling Skills

## Objective:

The objective of this course is to introduce the trainees to Sales techniques and how to maximize them to optimize the sales potentials and close deals.

## Contents:

### **Preparation:**

- SMAC
- Customer Behaviour

### **Communication Principles**

- Listening Skills
- Body Language
- Questioning Skills

### **Sales Call**

- Personal Selling
- Prospecting
- Presentation Principles
- Creating a Relationship
- Advantages & Customer Benefits
- Overcoming Objections
- Buying Signals / Closing Techniques

### **Presentation Process**

### **Feedback / Check List**

## Target group:

Salesmen, Sales Supervisors, Business Development, Tele-Sales, & After Sales.

## Language:

- The materials for the trainees will be in English.
- The language of instruction will be in English / Arabic.