



# **SELLING ICE TO ESKIMOS**

**A SALES SKILLS  
WORKSHOP**



# SELLING ICE TO ESKIMOS

## A SALES SKILLS WORKSHOP

### WORKSHOP OUTLINE & OBJECTIVES

- Understanding the importance of planning, research and customer profiling in sales
- Establishing trust and rapport with a customer
- Identifying key issues and customer needs
- Importance of asking the right questions
- Product features and benefits, art of persuasion and how to sell on value
- Identifying common mistakes and statements in sales
- Handling, responding and preventing objections
- The importance of asking for the sale and the necessary steps to do so
- Closing the sale and following up for further success

### WORKSHOP SCHEDULE

- 08:30 Registration & Coffee
- 09:00 Workshop Commences
- 10:30 Morning Refreshments
- 13:00 Lunch
- 15:00 Afternoon Refreshments
- 16:00 Workshop Ends

### COURSE METHODOLOGY

This workshop is conducted with maximum use of practical application of the skills acquired. Participants will, both by themselves and in groups, work with role plays, problem solving, case studies and unique training exercises to ensure they acquire, reinforce and retain newly acquired skills, attitudes and characteristics.

### EDGE TRAINING CONSULTANCY

Edge Training is a Fully Accredited Training Provider with the Services Seta, Accreditation #1135. Edge is a Level 2 BBBEE Company with over 17 year's Human Development training experience in and around Southern Africa. Edge is able to provide training throughout South Africa with a National Footprint of Agencies.

#### EDGE TRAINING CONSULTANCY (PTY) LTD



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BEE Level 2

SSETA Accreditation #1135

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