



Professional Selling

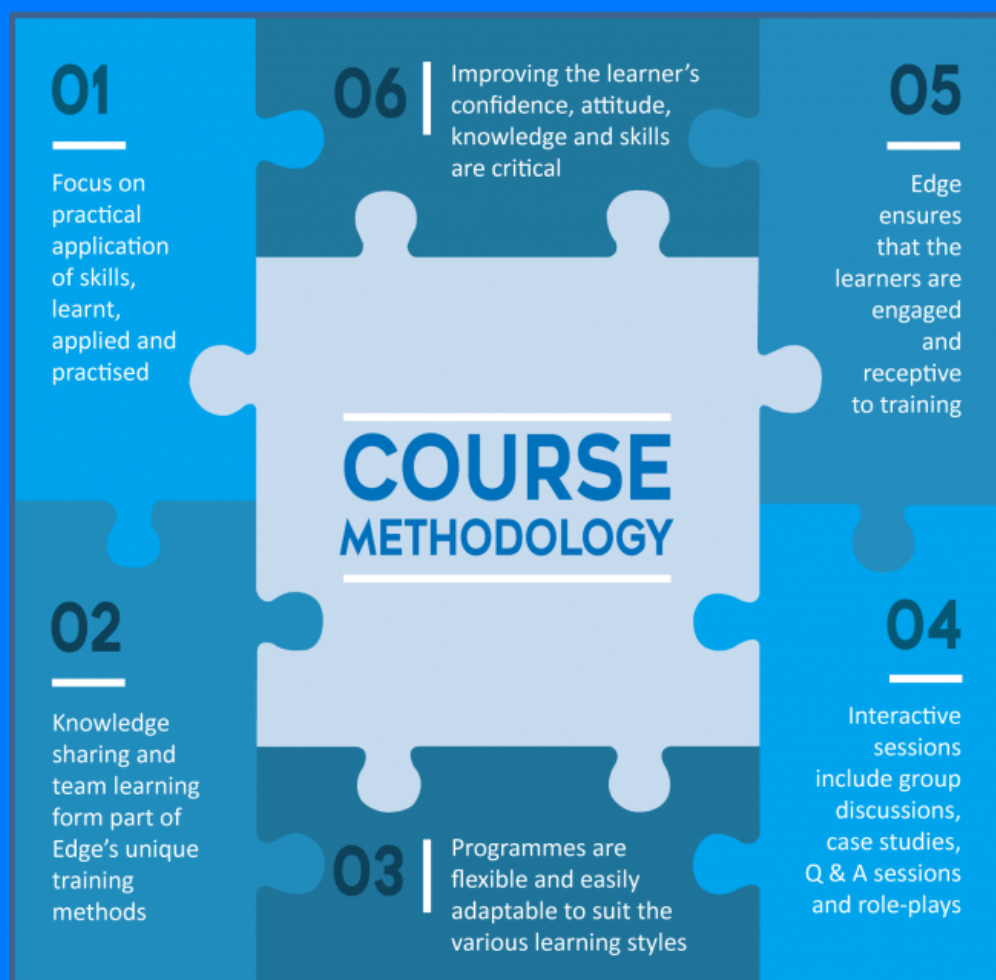
NQF Level 4 Unit STD - 252196 *Accredited Short Course*

Workshop Outline

- Define the term selling as well as define the word customer
- Profile your customer and analyse their buying motive
- Establish trust and rapport
- Identify the key issues and the customers' needs
- Know the features and benefits of your products and selling on value
- Understand the art of persuasion
- Avoiding common selling mistakes
- Respond to objections, ask for the sale and close the sale

Objective

By the end of this course you will be able to execute and close a sale as you will understand both your customer and the sales process. You will now have the skill which will give you the ability to handle difficult customers and analyse your mistakes when following the sales process.



About Edge Training

With an extensive track record spanning over 22 years in training, Edge Training boasts a Level 1 BBBEE Scorecard, a nationwide presence, and full accreditation with multiple SETAs. In collaboration with our BEE partners, we are wholeheartedly committed to addressing Skills Development Challenges within the BEE framework in a substantial manner. Whether you're in need of an Accredited Short Course, a comprehensive Soft Skills Workshop, or a Learnership programme, our team of highly skilled and dedicated professionals stands ready to provide tailored solutions. We handle all aspects of sourcing learners and managing the necessary requirements for disabled and unemployed Learnerships. Furthermore, the majority of our Learnerships and Workshops are conveniently available as online courses, making your learning accessible and flexible.

Get in Touch

 087 135 5543  www.edgetraining.co.za  info@edgetraining.co.za