

Duration: 1 Day

Effective Communication and Negotiation Skills Course

Sales is the heartbeat of every successful business, the art of turning potential into reality. It involves the skilful navigation of customer interactions, from the initial introduction to the final handshake. In a world where markets evolve and customer expectations shift, mastering the fundamentals of sales is key to not only meeting but exceeding these expectations. It's a blend of strategy, communication, and empathy, where every transaction is an opportunity to create a lasting connection. This course dives into the essentials of sales, equipping participants with the tools to not just sell, but to build enduring relationships that drive success.

Course Objectives:

By the end of the course, learners will be able to:

- Master selling skills
- Understanding Customers for customer happiness and retention.
- Handling complaints and removing hurdles in sales
- Build strong customer relationships for long-term business growth.
- Enhance Communication skills for successful sales.
- Develop effective negotiation strategies for successful deals.

Training Methodology:

This training program will comprise of the following training methods:

- Instructor-led Presentations & Lectures
- Individual & Group Activities
- Practical Exercises & hands-on Demonstrations
- Interactive Discussions
- Case Studies & Real-life Examples
- Role-Plays
- Self-reflection Exercises & Personal Action Planning
- Assignments/Worksheets

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Module 1: Understanding Customers and Customer Services

- Defining Customers
- Types of Customers
- Behavioral styles of Customers
- What are Customer Services?
- Importance of Customer satisfaction and retention

Module 2: Understanding Sales

- What are sales & tele sales?
- Sales interesting nuggets
- Types of Sales
- Sales Funnel -steps for successful sales
- Upselling techniques while maintaining a positive, value driven experience for customers.

Module 3: Sales Conversion:

- Walk in customers.
- Proven Techniques for engaging customers
- Closing techniques by identifying their needs
- Trust

**Module 4: Removing hurdles & handling complaints in sales/
Conflict resolution.**

- Hurdles in the delivery of high customer experience
- Techniques to remove hurdles.

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- Taking Customer feedback
- Types of complaints
- What not to do while facing a difficult customer?
- Ways to deal with difficult customers.

Module 5: Effective Communication Skills

Topic 1: Learn effective Communication.

- What are communication skills?
- The communication process
- 7 c's of effective communication
- Barriers in effective Communication & ways to control them.

Topic 2: Mastering body language

- Use body language as your power for effective communication.
- Understand different communication styles.
- Learn telephone etiquettes.
- Effective communication with Assertiveness

Module 6: The Art of Negotiation Skills for effective sales

Topic 1: Understanding Negotiation

- Definition of Negotiation
- Negotiation skills -proving to be indispensable.
- Why do we avoid Negotiation?
- Negotiation Process
- Qualities of a good Negotiator

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Topic 2: How to break deadlock in Negotiation.

- Learn effective Negotiation techniques.
- Influence an outcome by using variables.
- Use different styles of Negotiation -
- Learn the art of Persuasion.

Module 7: Behavior styles and techniques

- Internal staff Behavior
- Behavior with Customer