

SELLING SECURITY SYSTEMS



CERTIFICATE

This sales training is for all levels and abilities as it will redefine how you think about how you sell. The cornerstone of the course is to help delegates understand the psychological process that ALL buyers go through and help you develop applicable techniques to help the customer want to buy from you.

COURSE CONTENT

- ▶ Examining and understanding the psychology of your buyer
- ▶ The steps of the sales and how they integrate with the buying process
- ▶ The importance of good planning and strong introduction
- ▶ Uncovering, identifying and committing the customer on their needs
- ▶ Fact Finding workshop – how to guarantee that you ask the right questions to uncover your customer's needs.
- ▶ How to effectively present your products and solutions
- ▶ What makes a good recommendation?
- ▶ Closing the sale
- ▶ Initial objection handling training
- ▶ The art of negotiating
- ▶ Practical role play

“Excellent delivery, I now look forward to coming back for many more courses.”

DIRECT SECURITY ALARMS DELEGATE

COURSE COST, DURATION AND AWARD



Tavcom Certificate
Selling Security Systems



3 Days



£695^{+VAT}