

# How to Sell

## *A Practical Step-by-Step Guide*

27 November 2008 – Poole, Dorset

### **Objective:**

To provide participants with the skills to communicate more effectively with customers, colleagues and staff. Skill development is through a series of practical exercises using the participant's real business situations. Learning is through 'doing' not lecturing. Exercises are coached intensively so that participants can see immediate change. Some exercises are videotaped with individual review.

### **Programme Outline:**

- **Baseline** - Assess how you look and sound to others in a sales meeting
- **Meeting Opener** - Set the tone of the meeting as assertive yet ready to listen
- **Listening Skills** - Focus on what is actually being said, control the pace and give yourself think time
- **Handling Emotion** - Recognize and deal with emotion from a customer in order to keep on track
- **Probing Techniques** - Gather information without interrogation, allow others to talk
- **Negotiating** - Learn to 'get' before you 'give' and know your limits
- **Saying 'No'** - How to say 'no' with tact yet keep the meeting moving forward
- **Physical Skills** - Learn the importance of posture, eye contact and tone of voice in a sales meeting

### **Fees:**

BMF Members           £145 + VAT  
Non Members           £220 + VAT

To reserve your places, please use the reservation form or contact Liv Whetmore on 01784 223631 or [lwhetmore@britishmarine.co.uk](mailto:lwhetmore@britishmarine.co.uk)