

PROFESSIONAL SELLING SKILLS

This course addresses the challenges of selling goods & services or capital equipment today. It will show your salespeople how to operate professionally and profitably in the most competitive selling situations. Your sales people will gain vital confidence from knowledge and skills they learn as well as being able to motivate, persuade clients and close profitable businesses.

Learning Objectives:

Participants will:

- Acquire new skills with which to improve exceptionally in sales performance
- Learn how to transit from basic selling into relationship management
- Make appointment and obtain interview
- Know how to plan and get oneself better organized
- Open sales and gain client's attention
- Manage the sales territory effectively
- Skillfully manage communication with difficult buyers
- Learn commercial negotiations tactics
- Write concise sales report
- Understand channel management

Learning Contents:

- Sales enemies to defeat
- Professional selling roles
- Motivating the customer
- Offer analysis
- Customer Personality typology
- Sales planning
- The seven call steps
- Communicating with the customer
- Listening and questioning skills

- The 15 special selling skills
- Objections handling
- Identifying buying signals
- Closing the sales
- Sales negotiation tactics
- Sales territory management
- Sales productivity planning
- Credit sales management
- Financial aspect of selling
- Personal organization and management

Fee

Physical	Virtual (local)	Virtual (International)
₦ 250,000.00	₦ 209,900.00	\$ 165.00

Discounts off regular fees for open Programme: 3 -5 nominations 5%

Programme also available as in-plant. Fee: Negotiable

Who Should Attend?

Sales and marketing staff of finance, manufacturing, trading and IT organisations

Dates:

March 17 – 19,

June 16 – 18,

October 13 – 15, 2026

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