## Mercuri International



# ESSENTIAL SELLING SKILLS

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# **PROGRAM OVERVIEW**

# Mercuri International ESSENTIAL SELLING SKILLS

This is a program to brush up the salesperson's essential selling skills, which are always the base of any successful sales conversation. Following this path, the participants can discover all the steps of the sales process and get useful tips on how to apply relevant selling techniques.

### **AUDIENCE**

All sales professionals who want to improve their sales performance.

### **DURATION** Digital content: **4 hours 30 min**

## **DELIVERY FORMAT**

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and his coach. Videos, exercises, questionnaires, downloadable documents, gamified scenario and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.







## **PROGRAM OVERVIEW**

### CLOSING

Close the deal with the six closing techniques, which guide to the final acceptance of the solution by the customer

#### **OBJECTION HANDLING**

Handle the customer's objections, with the 7-step technique

#### ARGUMENTATION

Present a powerful argumentation, emphasizing the benefits of the solution

## **NEED ANALYSIS**

Ask the right questions applying the FOCA method which helps understand the real customer's needs

### **INTRODUCTION**

Guarantee a successful first approach with the customer, using the OPA method

### PREPARATION

Prepare for the sales meeting and ensure that all the relevant information about the customer is collected

# CONTENT OVERVIEW

INTRODUCTION TO THE DAPA SALES METHOD

- What does selling mean?
- What is DAPA?

PREPARATION

- How to collect information
- How to connect with the customer
- Define the target of the meeting
- How to structure the meeting

#### APPROACH

- How to approach the customer
- What is OPA?

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#### **DEFINING YOUR CUSTOMER'S NEEDS**

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the DA-PA question bank
- Need discovery action tips

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#### ARGUMENTATION

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- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

#### HANDLING OBJECTIONS

- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips



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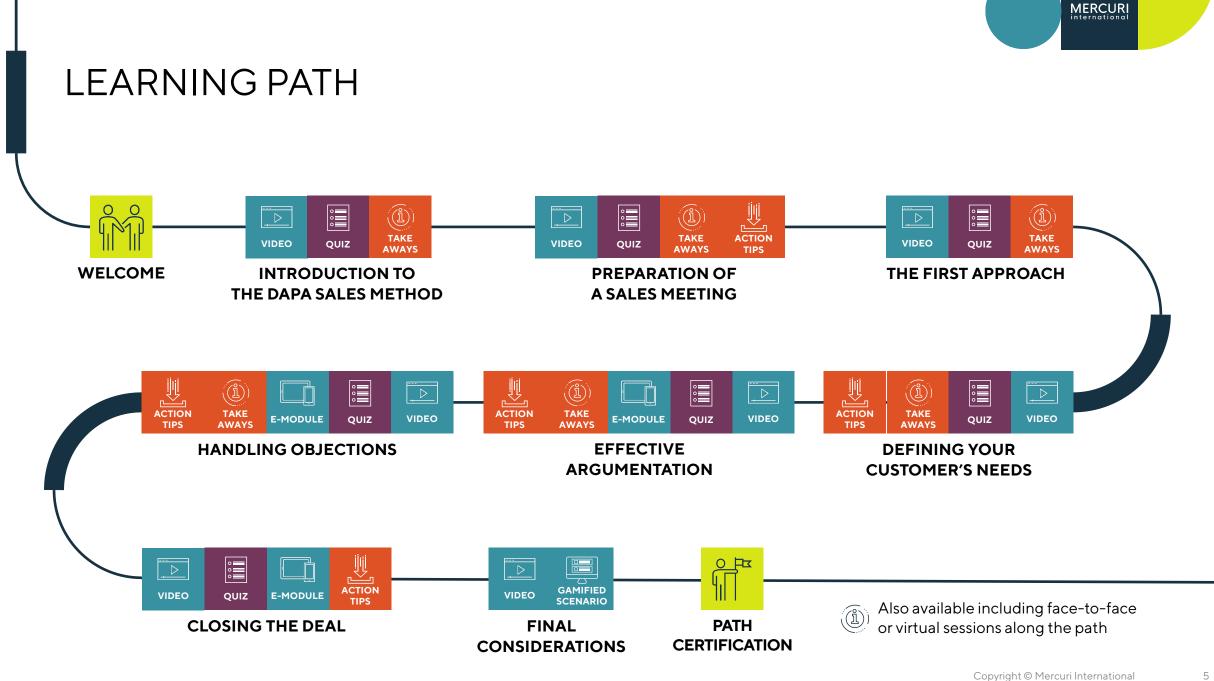
#### **CLOSING THE DEAL**

- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes

#### **FINAL CONSIDERATIONS**

• TIME TO PRACTICE WITH A GAMIFIED SCENARIO

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# GROW YOUR PEOPLE, GROW YOUR BUSINESS

